

SHOWCASE OF 1953 FOREIGN CARS — Photos! Specifications!

TECHNOLOGY DEPT.

MOTOR TREND

The Car Owners Magazine

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DETROIT



ROAD TEST:

POWER-PACKED '53 DODGE V-8

JANUARY 1953

25c

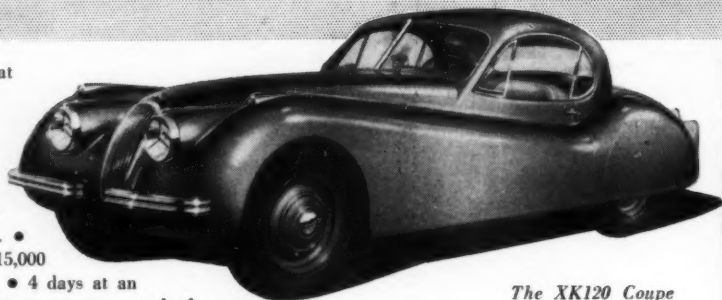


CUSTOM or CLASSIC — THE GREAT DEBATE!

✓ R v.5 1953

THE FIRST CAR EVER TO EXCEED 100 M.P.H FOR 7 DAYS AND NIGHTS

Covering a total of 16,852 miles at 100.31 m.p.h. at Montlhery, the Jaguar XK120 coupe, driven by Mr. Leslie Johnson, Mr. Stirling Moss, Mr. J. E. G. Fairman and Mr. H. L. Hadley, broke 4 World Records and 5 International Class 'C' Records. During 7 days and nights the following records were established • 10,000 kilometres at an average speed of 107.31 m.p.h. • 3 days at an average speed of 105.55 m.p.h.* • 15,000 kilometres at an average speed of 101.95 m.p.h.* • 4 days at an average speed of 101.17 m.p.h.* • 10,000 miles at an average speed of 100.66 m.p.h.* • (*World Records.)



The XK120 Coupe

THE FIRST CAR EVER TO WIN AN ALPINE GOLD CUP



The XK120 Open Sports

In his Jaguar XK120 which has now exceeded a mileage of 45,000, Mr. Ian Appleyard became the first man to gain the Golden Coupe des Alpes, an award of the highest merit for completing 3 successive Annual Alpine Trials *without the loss of a single mark*. In this same car Mr. Appleyard has gained over 40 awards in major National and International competitions.

Write for details to Distributors for States West of Mississippi:
Charles H. Hornburg, Jr., 9176 Sunset Boulevard, Los Angeles, Cal.
Eastern States: The Hoffman Motor Car Co., Inc., 487 Park Avenue,
New York 22, and at Esquire Building, South Water Street, Chicago.

JAGUAR

THE SPORTS CAR WITH THE RACING PERFORMANCE

tech

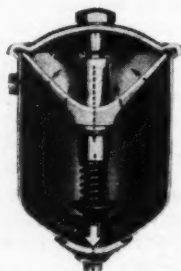
Guided Missile Filter CAN NOW BE USED IN YOUR CAR!

**NEW PERMANENT CARTRIDGE
OIL FILTER
CAN SAVE MOTORISTS
\$200 MILLION PER YEAR!**

The turbo-jet engine of this pilotless weapon must be assured of continuous lubrication under hazardous conditions. FILTERALL oil filters screen out dirt particles smaller than 1/100,000 of an inch and are not affected by extreme temperature changes or shock.

This Filter Eliminates

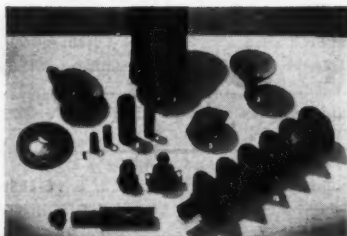
- ✓ CARTRIDGE REPLACEMENT
- ✓ OIL LOSS
- ✓ ADDITIVE REMOVAL
- ✓ OIL BY-PASS



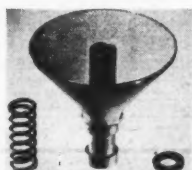
The diagram at the left shows the superior operation of Filterall as (1) all dirty crankcase oil, regardless of engine temperature, enters filter through intake; (2) dirty oil is drawn up through micro-porous bronze element, filtering out harmful dirt, sludge and abrasives without removing beneficial additives; (3) clean, longer-lasting oil flows out center outlet pipe to motor to give more efficient lubrication performance. Abrasives and sludge settle to the bottom, where they remain harmless until the filter is cleaned.

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The Filterall porous bronze filter element is designed for the more efficient removal of carbon, sludge, etc. It permits the free passage of oil, and yet traps dirt particles as small as 39-millionths of an inch. FILTERALL DOES NOT REMOVE valuable protective oil additives. (Conventional filters soak up and remove up to 30 percent of these compounds.)

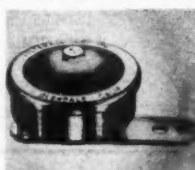


Illustrated above are some of the FILTERALL units tested and approved for Guided Missiles, Hydraulic Line Filters, Filters for Aircraft, Multiple Conversion Application Filters, etc.



FILTERALL Conversion Unit for changing over any conventional filter to a permanent FILTERALL unit. Conversion kits use the case and bracket already installed. Give make and model of car and present filter.

Postpaid. **\$695**



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How it Saves You Money!

FILTERALL pays for itself over and over. It is a lifetime filter cartridge that never wears out—never needs replacing and will outlast the life of any car or motor.

FILTERALL will enable you to use your oil longer with safety because it does a better job of removing impurities.

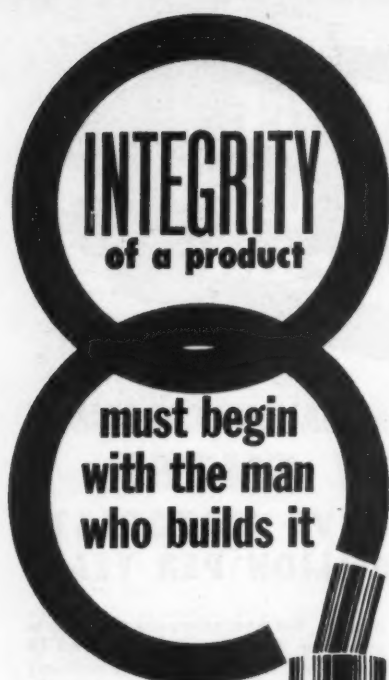
FILTERALL saves you the extra quart of oil soaked up by ordinary filter elements and thrown away each time the filter is serviced. Maintenance is simple... the element cleans easily by rinsing in gasoline.

FILTERALL can be quickly installed on any car or light truck and is easily transferred from car to car.

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Four

JANUARY 1953
Published Monthly
VOL 5 • NO. 1

**MOTOR
TREND**



THE **CAR** MAGAZINE

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Motor Trend

... and at presstime

ARRIVING TOO LATE to be included in our "New Car Announcements" (see page 26), here is information on the new 1953 Aero Willys Eagle, to be announced nationally on December 10. The car, a hardtop style, is one of four new models incorporating seven body styles to be introduced by Willys in 1953. The new Willys have four inches more leg room in the rear seats than in previous models. Other new features include a one-piece windshield, new instrument panel, and new upholstery—Naugahyde, a material which looks like leather.

GM's air conditioning system is shown in a diagram on page 10 of this issue; at presstime, we learned that Chrysler also is coming out with a unit which will be produced by its Airtemp Division in Dayton, Ohio. James C. Zeder, vice-president in charge of research and engineering for Chrysler, said that a major advantage resulting from air conditioning is that the motorist can enter an overheated car that has been standing all day in the sun and within two city blocks enjoy the same cool comfort he has just left in his air-conditioned office or home. More details on air conditioning for your car in a future issue.

HERB SHRINER, sponsor of the International Motor Sports Show, to be held at the Grand Central Palace, New York City, April 4-12, sends us word that he expects his Second Annual show to reach landslide proportions, breaking all attendance records. Another show in New York is the World Motor Sports Show to be held at Madison Square Garden, February 21 to March 1. Both of these shows expect to exhibit the latest in customs, sports cars, classics, roadsters, motorcycles, and equipment.

WE WELCOME Gunther Molter to the pages of *MOTOR TREND*. His "European Newsletter," a regular feature beginning in this issue (see page 56), will give the latest information on automobiles from abroad. We renewed our acquaintance

with Gunther, who accompanied the Mercedes-Benz team, at the finish line of the Mexican Road Race (see page 41). The more we talk to and see of him, the more we are certain in our belief that he is one of the best authorities on motordom on the



Continent. In addition to his connection with our magazine, he is the sports editor of *Das Auto*, a German-language automotive magazine published in Stuttgart, Germany. Molter has written several books on European cars, and he collaborates with Kurt Wörner, top photographer, who has contributed many photographs to *Trend* publications.

WITH THIS ISSUE we begin the testing of 1953 cars, first of which is the Dodge Coronet, with its new "Red Ram" V-8 engine (see page 28). Another report, actually a comprehensive condensation and analysis of all the 1952 cars which we tested, appears on page 31. Incidentally, we want to take this opportunity to again thank all of our readers who so graciously sent in their comments on our road tests. Because of the many suggestions, we will be able to give the readers of *MOTOR TREND* improved reports on the 1953 cars.

WHICH CAR will win the 1952 *MOTOR TREND* Engineering Achievement Award? This award is based on unbiased facts—figures—tests. The February issue will contain the article, giving the thorough and exhaustive research and summary analysis of the 1952 cars tested by our MT Research staff. The winner is ———! Which car will fill this space? Don't miss the *MOTOR TREND* Engineering Award issue, on sale January 23 at all newsstands.

OUR FEBRUARY issue promises to be one of the best ever turned out by *MOTOR TREND*, if we may be permitted to do a little personal boasting. In addition to stories already mentioned, we will have a biography on, "Dutch" Darrin, one of America's top automobile designers and builder of many luxurious custom cars for important personages all over the world.

For the classic car enthusiast, Bob Gottlieb tells how to restore a \$50.00 classic in his regular monthly column. And for the customizer who is interested in doing his own work, Bob Behme lists the tools you will need and pictorially shows you how to use them. This is an article hundreds of readers have requested.—*Editors*

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Typical of Arnolt's leadership in developing new products is the popular Arnolt 12 volt Heater for sports cars. Other examples of Arnolt engineering are the polished aluminum Valve Cover and Inspection Plate for the MG car.

Arnolt research has crossed national boundaries, bringing to American buyers such world-renowned accessories as Shorrock Superchargers and Solex Carburetors from England and Vokes Oil and Gas Filters from Canada.

Autocessories, Ltd. will continue to provide the finest in tailored accessories. In addition to its own manufacturing facilities this division of the Arnolt Corporation also has the benefit of the facilities of other divisions of the parent company such as Atlas Steel & Tube Company, Climax Machinery Company and Arnolt Motor Division.

The latter named company manufactures Sea-Mite Marine Engines and Ivalite Marine Spotlights—accessories that many sportsmen have on their motor boats and yacht tenders.

For full details on all Arnolt products, write Autocessories, Ltd., Division of Arnolt Corporation, Warsaw, Indiana. Address Dept. 1MT.

(Advertisement)

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Dealers Wanted Milford 14-T, Pa.

Letters

MOTOR TREND AD GIVES SPEEDY ACTION Gentlemen:

MOTOR TREND deals in many matters of speed, but I was quite unaware that it was so fast that a Packard Super Eight I advertised for sale early in the Spring was sold and delivered before the issue carrying the insertion was on the newsstands of this city!

I find your magazine valuable for many references as well as up-to-the-minute information.

David Singer
Lexington, Kentucky

SPORTING SCENE CONTROVERSY Gentlemen:

Just finished reading "Sporting Scene" by Jack Campbell in your November issue. I feel his comments on Watkins Glen are way out of line. It was my impression that between the lines he was saying that Fred Wacker is a reckless and unskilled driver. Though a member of SCCA I have never met Mr. Wacker but have seen him drive in two road races. I would say he was a hard driver trying to win, but not reckless.

I have a J2 X Allard and would like to state that if Mr. Wacker does not have driving skill what he has will do until the real thing comes along.

We race for sport, not profit; we do not want anyone hurt but the vast majority of people who attend a road race do not understand the danger involved. Let's keep crowds back, way back, and not imply drivers are to blame.

John Matthews
Chillicothe, Ill.

We've asked Jack if he meant to imply anything "between the lines." His reply: "The piece was not written as a critique of personalities, rather as a critique of a situation that has developed—that the power of the cars has developed faster than the skill of the drivers. It was Mr. Wacker's bad luck to be the one involved."—Editor

Gentlemen:

I can't resist writing to voice some support for Jack Campbell's analysis of the tragedy at Watkins Glen. I fear he may need

support. There seem to be persons in the sport who would like to put the blame on the spectators themselves. There is, of course, no point in recriminations or trying to find a scapegoat. But the accident does need to be analyzed realistically, starting from the assumption that crowds will behave as crowds usually do. If these crowds are to be invited to road races, then they must be protected, even, if necessary, from their own poor judgment. If adequate protection requires some changes or tightening up anywhere along the line, then let's do it. There must be no more deaths.

R. L. Arnold
Berkeley, Calif.

CROSLLEY CAR CLUB EXCHANGES INFO Gentlemen:

Your readers might be interested to know that there is a Crosley Car Owners Club of which I am a member. This organization prints a club bulletin, exchanges information between members, and ties Crosley fans together in a bond of friendship. Dues are only \$3.00 annually. Only requirement is to own a Crosley. Name and address of the club director is George Drumm, 304 N. Poplar St., Charlotte, North Carolina.

Donald Elliott
Grain Valley, Mo.

CLASSIC FAN LIKES MONTHLY FEATURE Gentlemen:

I am almost overjoyed to see the return of "Classic Comments" to the October issue. This was probably the department that finally "sold" me on MOTOR TREND in the first place. Motor Trials and Accessory Trials are also favorites of mine.

Joseph Anderer
Chicago, Ill.

BURIED: ONE CAPTION WRITER Gentlemen:

I just got your November issue of MOTOR TREND and while reading it I saw your article on the Elkhart Lake Road Race. On page 38 you have two pictures. The top one you have labeled "Fred Wacker, President of" (Continued on page eight)

This Month's Cover

The color shot by Jack Campbell depicts two new classes of motorists on the American scene: the customizer, represented by Ken Vertrees (see page 20); and the classic enthusiast, represented by Elliott Wiener and his 1927 Stutz Bearcat (see page 51).



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This photograph shows some of the many free gift certificates, money-saving coupons, credit memorandums, and free trial offers included in the big "Surprise Package" which new members receive with their Free Life Membership Card.

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Mr. Guy Davis, Tryon, Oklahoma.
"I now get more than 15 miles per gal. on my 2-ton Chev. truck, and saved many dollars on parts and equipment with Club benefits . . . So, I urge every car & truck owner to join G E C."

Mrs. Lee Herman, Spokane, Wash. "Your 20% discount on household products has sold me on your club. Subscribed to my favorite magazine at 47% off, too!"

Mr. Walter Berg, Hartford, Conn. "My wife and I figured your 'Surprise Package' was worth \$18 to us and we still haven't used half the certificates."

Mr. John Boyle, Lima, Ohio. "Don't see how you do it . . . your Economy Club is the best \$1 value I've seen in 35 years of business."

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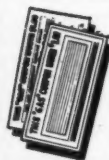
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Letters

(Continued from page six)

SCCA, bends his 5.4 liter Cad-Allard on turn at Elkhart Lake." The bottom one you have labeled "Bracketed by two Ferraris, John Fitch, winner of Elkhart Lake Cup, fights to put more traffic between himself and the second place winner Phil Walters in Cunningham coupe."

Take a look at these pictures and see if you don't agree with me that the captions have been mixed.

Charles C. Walters
Bethlehem, Penna.

Gentlemen:

I'll bet somebody's face is red! I did a double-take when I looked at page 38 of November MOTOR TREND to find captions of the two pictures on this page have obviously been switched somehow. . . .

Don Elliott
Grain Valley, Mo.

Readers Walters, Elliott, and others who noticed the caption switch are to be commended for their eagle eyes. We don't know when the switch was made, but, nevertheless, it occurred—much to our embarrassment.—Editor

FLORIDA FORD

Gentlemen:

The November issue of your valued magazine, MOTOR TREND, carries an article at the bottom of page 33 which, naturally, is of much interest to the writer as I happen to be the father of the young man whom you refer to as Lt. Stewart Fellows of Montclair, N.J. He is in the Air Force and is a graduate of Parks Air College, East St. Louis, Ill.

I believe he conceived the idea of that "Florida Ford" while at Parks Air College studying aircraft engineering. From the day he became the possessor of the Ford at St. Louis (announced to his dad in the form of a long-distance telephone call for a loan) he seemed to have a clear-cut picture in his own mind of what was to be done to it. He nearly broke his mother's heart in process of "conversion." She saw what he was doing to an otherwise perfectly good automobile. I am sure that when I take home your magazine tonight and show her your picture of the "Florida Ford" she will again have faith in her little Steve. As you gather from this remark, we have not yet seen the car ourselves. We thank you in his name for the kindly reference to his brain-child. Your article has resulted in a flood of interest and photos.

S. H. Fellows
New York, N.Y.

QUALITY OF WORKMANSHIP

Gentlemen:

I read with considerable interest your evaluation of cars old and new, and have the impression that you seldom appraise a car for "quality of workmanship." To be specific; the quality of seat, door and headliner fabrics, sound proofing, fit of doors, windows and in general an appraisal of whether a car was "thrown together," or "built." Perhaps such an appraisal on one test car isn't feasible or fair to the manufacturer. In any case,

while it is fine to have an efficient high performance automobile, it is a little discouraging at today's prices to have a car that rattles, wobbles, or just plain looks "tough" after a year's use. You can walk into practically any showroom displaying cars from \$5000 on down, and these are "dealer-serviced" cars, and find plenty of evidence of mediocre assembly, paint, and interior finish. If all you want is four wheels, a "hot engine" and your pet transmission, you'll be easily pleased. If you want anything else, you'd better look at more than one car.

Robert W. Ferrin
FPO, San Francisco, Calif.

ATTENTION: LINCOLN CONTINENTAL OWNERS

Gentlemen:

I would like to hear from all Lincoln Continental owners who wish to be included in a directory of Lincoln Continentals and owners. This information may provide the basis for a "Lincoln Continental Owners Club." Certainly these cars are the outstanding candidates for "tomorrow's classics."

Elliston H. Bell, Jr.
245 State Street
Boston 9, Mass.

ROAD TESTS APPRAISED

Gentlemen:

The benign method of presentation followed by several of the popular magazine who purport to present a factual analysis of new automobiles as been in my opinion both distasteful and misleading. I can only ascribe their methods to a desire to gain favor with all automobile manufacturers without evident concern over their obligations to present a discerning review to the reader.

In the light of this general policy, it has been both gratifying and enlightening to read the automotive reports of your magazine. Their factual value is considerably enhanced by the good taste and insight of the presentation.

Martin W. Brossman
Washington, D.C.

STEAM CARS STILL HOLD INTEREST

Gentlemen:

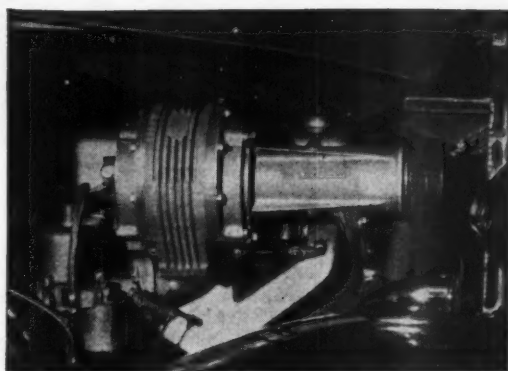
I was much interested in Mr. Gottlieb's recent article on steam cars and, as a former owner of several makes, I am sorry Mr. Gottlieb stopped his story where he did, for the Doble steam cars were as much of an advance over the old and latest Stanleys as the modern car is to the Model T.

However, the process of steaming up and getting going with a Stanley car wasn't necessarily as protracted and complicated as the article seems to suggest. It did take a bit of time—the pilot light had first to be lighted and rather than a torch for this purpose some of us owners wound resistance wire about the nozzle assembly, plugging this into the garage lighting circuit which did the trick of heating very nicely and in short order. I don't recall ever having to let gasoline from the pilot tanks into the main burner for more than a minute in order to heat the main burner vaporizer tube sufficiently for kerosene. . . .

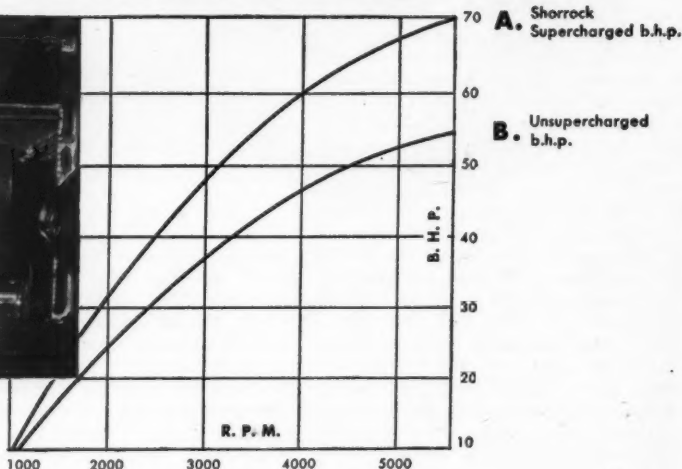
F. L. Hammer
New Haven, Conn.

ADD POWER

to Your Sports Car with Arnolt Autocessories



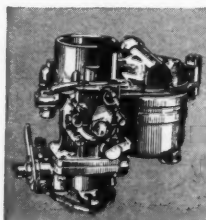
Shorrock Supercharger installed in MG Model TD engine. (Right) Comparative performance curves of 1250 c.c. MG engine with and without Shorrock Supercharger.



SHORROCK SUPERCHARGERS

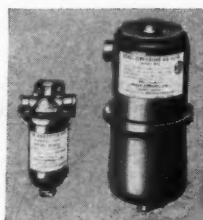
For efficiency, quiet operation and economy, the Shorrock Supercharger is internationally recognized as without a peer. It makes possible increases in maximum b.h.p. that range from 30% to 50%. Extra power is achieved at all speeds *silently* and with

minimum fuel consumption. Because it makes available at low engine speeds the power that formerly could be obtained only at high r.p.m., the Shorrock Supercharger not only reduces engine wear but assures smoother high-gear performance.



SOLEX Carburetors

At the 1952 LeMans 24-hour race, both cars coming in 1st and 2nd were equipped with Solex Carburetors. The same dependable Solex performance is available for your car to bring you extra power and greater fuel economy.



VOKES Fuel and Oil Filters

Dirty gas and lubricating oil reduce engine efficiency... Protect your MG motor by installing Vokes Fuel and Oil Filters. They keep out dust particles that abrade pistons, rings and other parts and rob your engine of power.

For full details on these and other Arnolt Autocessories and the name of the nearest Autocessories dealer write Dept. 1MT.

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DIVISION OF
ARNOLT CORPORATION

Spotlight on Detroit as we go to press

HARRY CUSHING - DETROIT EDITOR - REPORTS

DETROIT, MICHIGAN—Apparently the auto industry's "horsepower race" has just rounded the far turn and entered the backstretch, if current rumored plans are carried through to completion.

Lincoln, temporarily out in front by the width of a radiator with its 205 bhp engine, will drop into second slot along about January when the 1953 Cadillac is unveiled in New York at General Motors' Waldorf-Astoria show. These massive monsters are reputed to be powered with a 210 bhp engine, which is said to come closer to advertised claims than the current one. Cadillac's lead will be short lived, however, and, as the closely bunched pack accelerates out of the first curve into the long back straightaway, Chrysler is destined to surge ahead.

Its very potent "FirePower" is slated to hit 220 bhp by February or March. The boost of 40 bhp will be accomplished with a four-throated carburetor, a new head, higher compression, and larger valves.

Where this round-robin will end nobody in Detroit is able to predict. For, even though many industry officials are not in sympathy with this type of competition, there seem to be enough influential auto men in positions of authority who feel the "race" has a major merchandising effect.



An attractive continental tire mount is available on the new Nash Ambassador model.

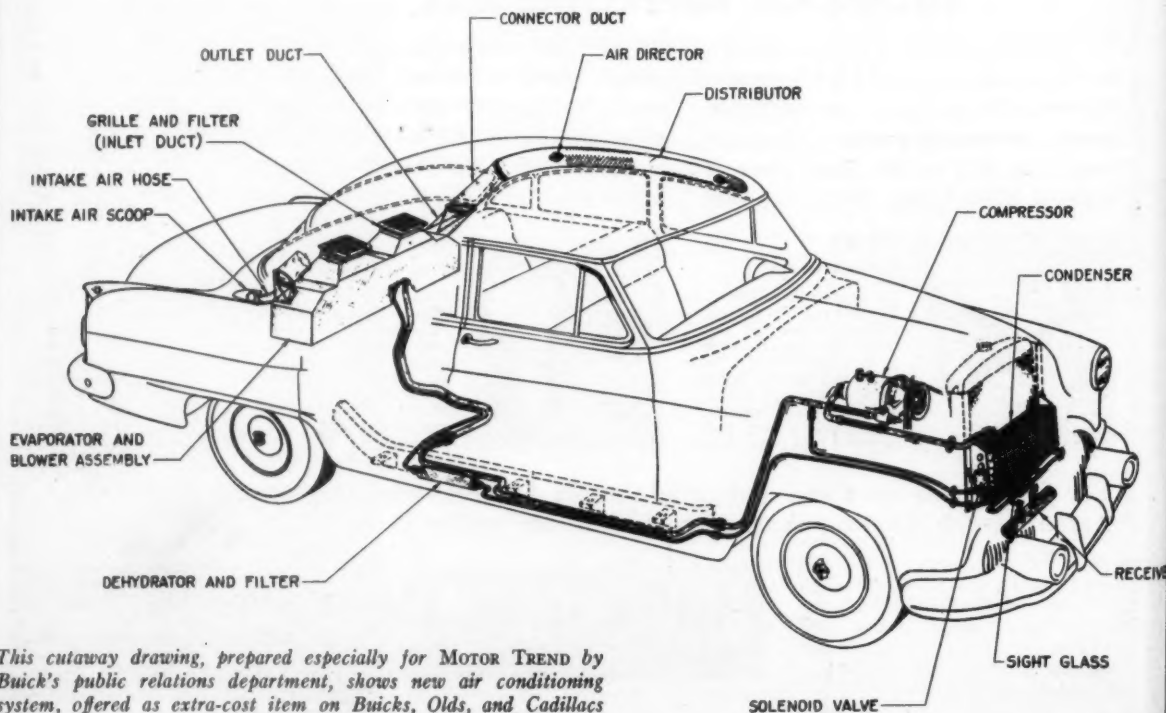
In view of the fact that Chrysler has souped up a stock engine to 404 bhp for a race car (December MOTOR TREND), there would appear to be no theoretical limit to the power which can be offered the average driver. During that race car experiment, Chrysler engineers pointed out they achieved the same results on a dynamometer using a four-barrelled carburetor as they did at Indianapolis with a fuel-injection system.

Not only will the luxury lines be in the stratospheric horsepower heavens in 1953, but the so-called medium range cars also will

be powered by engines once thought to be suitable only for competitive purposes. Close to the 200 bhp-mark are Buick, Olds and Packard; while DeSoto, Dodge and Hudson (in some lines) are 140 bhp or better. With Mercury, Nash, Pontiac, Ford, Plymouth, Studebaker and Chevrolet only slightly below this figure, there are only two American production cars advertising less than 100 bhp.

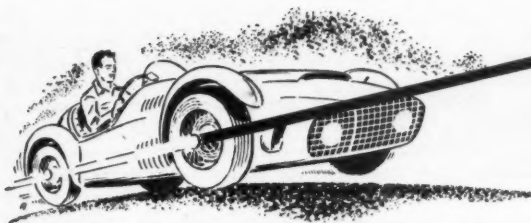
Throughout the industry, souping up experiments are being carried on daily. For

(Continued on page fourteen)



This cutaway drawing, prepared especially for MOTOR TREND by Buick's public relations department, shows new air conditioning system, offered as extra-cost item on Buicks, Olds, and Cadillacs

Give your car
this Continental
Sports Car look!



Pat. Pending

GET **Gay-Lord**

Wire Wheel Discs

Now—give your car that new, custom-built look with Gay-Lord Wire Wheel Discs! No costly body style revisions—you simply snap them into place and presto—your car takes on a continental look—right down to the “knock-off” type hubs no matter whether you own a family sedan or convertible.

Gay-Lord Wire Wheel Discs are designed after traditional wire wheels found on famous-make foreign cars. And... wire wheels are the sensational new style on 1953 American automobiles.

Gay-Lord Wire Wheel Discs replace ordinary wheel discs easily, quickly. They snap into place like any convention-

al hub cap. Securing clips make Gay-Lord Discs a permanent part of your car. They give your car a sleek wire wheel appearance, yet retain all the sturdiness of regular disc wheels. Gay-Lord Wire Wheel Discs are solid, one-piece steel construction. Each chrome-plated disc is densely spoked—with real wire spokes, reflecting sunlight at every turn.

Old or new, your automobile will be dressed up and ready to go places with Gay-Lord Wire Wheel Discs. They'll add hundreds of dollars value to your car... yet cost only \$79.50 for a complete set of four discs. Gay-Lord Wire Wheel Discs fit automobiles with 15-inch wheels. Order your set today!

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Write for information about attractive dealer franchises.

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Please send me at once.....sets
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REALLY remarkable! *Detek-tro-lex* enables you to detect electrical troubles the minute they occur. Dial shows battery discharge and faulty cells, hot generator, defects in voltage regulator; indicates charging voltage, starter load; tells when there are loose connections, short circuits; gives full warning in advance so you can correct dangerous troubles, avoid expensive replacements and...

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Available for either 6-volt domestic cars or 12-volt foreign cars. Instrument case is neat, compact, attractive, with chrome facing ring. Easily installed on steering wheel, instrument panel, or wherever desired. Complete installation instructions, directions for use and detecting defects. Get a *Detek-tro-lex* today... at your dealer's, or order direct. Only \$13.75 postpaid (cash with order), Federal Tax included... complete with wires and brackets for installation and mounting.

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Please send _____ *Detek-tro-lex* units at \$13.75 each
for ☐ 6-volt system ☐ 12-volt system, complete with
material and instructions for installation and directions
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Twelve

Editorial

What do shows like MOTORAMA mean?

NO LONGER is enthusiasm for the automobile dormant. Less and less frequent are the quizzical or disapproving glances given an automotive nut. Why? Because more and more persons are finding that there is something truly fascinating about automobiles.

How has this automotive interest been revitalized? It actually works in a cycle: persons see cars (either through motoring publications or in actuality)... they like what they see... more publicity is given cars because the people wish to see them... the more publicity there is the more people will see the cars... the more people see the cars the more chance there is that a certain portion of them will become interested to the extent that they will begin to build cars... which causes more people to see additional cars... which causes more publicity... *ad infinitum*...

It's a very healthy situation, because it makes more people aware of automotive progress, regardless of the bent it may take. To make more people aware of new trends, there must be publicity, an ever-growing amount. It may be in the form of editorial and photographic coverage in motoring magazines such as *MOTOR TREND*, or it may be through exhibition of the cars through shows such as Motorama.

The recently held Third Annual International Motorama, which exhibited to record-breaking crowds at the Pan-Pacific Auditorium in Los Angeles, is proof of the extreme interest in cars. The show's manager and director (Robert E. Petersen and Lee O. Ryan) reported more interest in the show this year than at any previous time. We agree, for we saw and talked to many people there who had never before attended an auto show.

Other shows throughout the nation report equal enthusiasm. The International Motor Sports Show, held at the Grand Central Palace in New York City last year, reported a remarkable attendance of over 125,000; and the sponsor, Herb Shriner, expects to top this figure with his second annual show this year (April 4-12). The Oakland shows (separate ones for antiques, roadsters, and sports cars), managed by Al Slonaker, have all been highly successful; another one is planned for February.

Other shows include the World Motor Show at Madison Square Garden, New York City; the Motor Sports Show at Chicago's Livestock Amphitheater; and

shows in Boston, Minneapolis, Portland and Philadelphia. At this writing several shows are being planned; one is sponsored by the Lions Club in Detroit; and another, by private promoters, is scheduled for Dallas, Texas in the Spring.

To us at *MOTOR TREND*, this enthusiasm by the public for exhibits of Detroit's luxurious experimental cars, the antiques of the early days of motordom, the classics of the Twenties, the sports cars with their special handling characteristics, the amateur and professional custom cars, and the home-built hot rods, indicates a truly healthy condition for America's top industry—the automobile.

Other evidence of the growth of interest in the progress of motordom can be found in the phenomenal rise in the circulation figures of our own *MOTOR TREND*, which has experienced a steady rise since its first issue in September, 1949.

Interest in things automotive is bound to grow. This nation consists of a peculiar race of people who "live in their automobiles." With 53,000,000 cars now crowding our inadequate highways and an expected 85,000,000 by 1980, it will be nothing short of ludicrous if progress is not continued to be watched with keen enthusiasm by young and old alike.

Unlike automobile shows of the past, present-day shows display those specimens of motorized equipment which are unique and are the result of some of the advanced thinking in automotive styling, design, and engineering. Americans are a people who want to do everything better and faster, and express this in their automobiles. Hot rodders have improved standard production engines to the point where many have achieved speeds of better than 200 miles per hour on timing courses. These engine developments by hot rodders have created not only interest by the general public but have also served to influence Detroit. Some of these engineering innovations have been incorporated in new production cars.

The individualism of Americans is expressed by the automotive customizers, a fairly new breed on the national scene. So, once again, we have a nation of individuals, naturally mechanically minded, who are busy pushing the progress of motordom by this upsurge of enthusiasm and individual action—all of which has been given new life by the motor shows now sweeping the nation. —James E. Potter

Motor Trend

Portland
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Trend

Here's the First NEW idea in plier design in years...

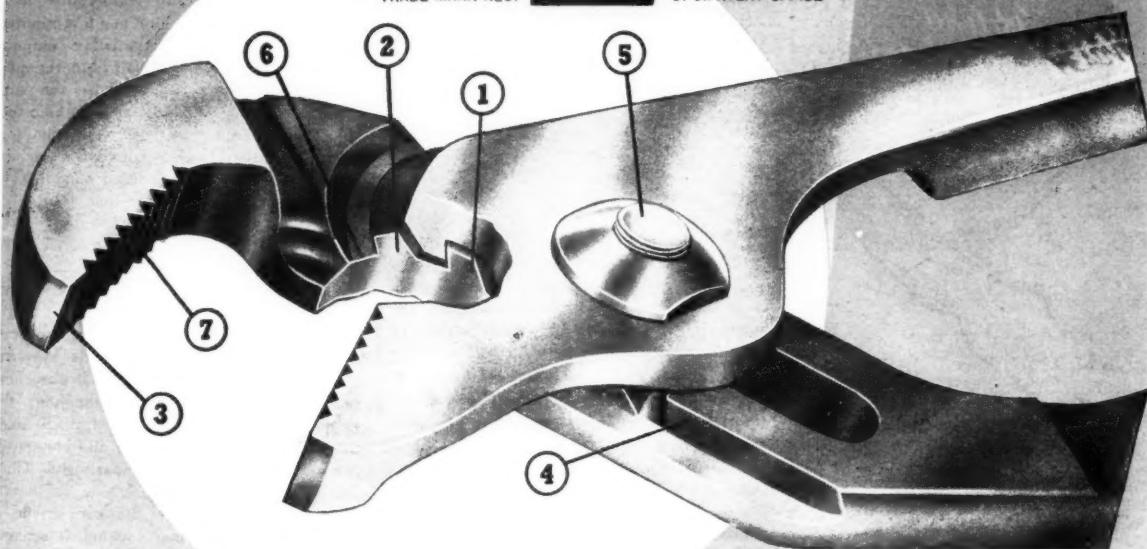
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Send for your Catalog today.



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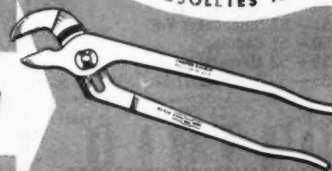
CHAMPION DeARMENT TOOL CO.

MEADVILLE, PA.

Here's the new, improved Channellock Plier—bringing to you new features which offer more positive gripping, greater strength and longer wear. The undercut interlocking channel is the first really new idea in plier design in years. Engineering skill has developed a plier with new patented features which give you the newest, strongest, most practical plier you can buy. Here is a plier that will last for years! Channellock Pliers—made only by Champion DeArment Tool Co., Meadville, Pa.

Channellock pliers are listed in the Yellow Pages of most Telephone Directories under "Tools"

THE PLIER DESIGN THAT OBSOLETE ALL OTHERS





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EQUA-FLOW
EXHAUST SYSTEM



NEW ZIP TO QUICK PICK-UPS — A SMOOTHER ENGINE ON THE OPEN ROAD

You'll really go for that added zing... that extra pep and punch you'll find in the Belond Equa-Flow Exhaust System. Here's an exhaust system designed to allow free flow of gasses from both sides. Practically eliminates back pressure. Produces gains of 10% or more in road horsepower. There's better performance in your V-8 in other ways, too. Higher top speed. Faster acceleration. A smoother-running motor.

The Belond Equa-Flow Exhaust System requires no costly or time-eating attention, once installed. No engine adjustments or alterations... See your Belond dealer today. Get the best single improvement that can be put on a V-8.

If you don't know your nearest Belond dealer, write for information... and literature. Trade inquiries welcomed.

BELOND EQUA-FLOW EXHAUST SYSTEMS ARE AVAILABLE FOR:

- 49 — 52 Oldsmobile 88 and 98
- 49 — 52 Lincoln
- 51 — 52 Studebaker V-8
- 50 — 51 Cadillac
- 39 — 52 Mercury
- 35 — 52 Ford V-8

*T. M. Reg.



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SOUTHERN CALIFORNIA MUFFLER CO.
1039-49 Washington Blvd., Culver City 2, Calif.

Spotlight on Detroit

(Continued from page ten)

example, Dodge's new V-8 is supposed to be turning out 240 bhp at the Chrysler Engineering Labs, and Chevrolet has a 225 bhp special ready to present to the public as a showpiece. A sports convertible, the car is scheduled for GM's New York Preview. Engine features include three side-draught carburetors, a special camshaft, plus major modifications in the exhaust and intake systems.

Detroit's car designers have discovered a new styling treatment which is capturing public imagination much as did the "hard-top convertibles." Borrowed from the super performing European sports cars which have invaded America in swiftly increasing numbers, and adapted to regular production chassis, the latest style trend is the "sports convertible."

Although not sports cars in the strictest competitive sense, the new body styles are qualifying as good custom creations. Initiated by Buick last Fall when the "Skylark" was introduced, the trend is expected to affect every company before the year is out.

As they are unveiled with appropriate fanfare, each of these cars will have certain basic characteristics. They will all be convertibles, will all feature wire wheels, will be equipped with all the luxury extras currently available such as power brakes and power steering, will be relatively high priced, and will be destined at the outset to satisfy a growing American demand for sporty, prestige-type cars.

Most General Motors lines will spotlight them in the New York show this January. Chrysler is expected to bring them out in each of its lines by mid-year. The Dodge sports convertible, for example, is reported to be developed from a 114-inch Plymouth chassis using the new 140 bhp "Red Ram" engine.

In the meantime, experimental work on true sports cars continues throughout the industry. Recently, Ford took delivery of a sensational V-8 designed in Dearborn, Michigan, but styled and built by Cisitalia in Italy. Few details are known due to extreme secrecy surrounding the project, but the car has a deDion rear end, is built on a tubular chassis and is powered by the firm's regular 110 bhp engine.

Finishing touches are being put on a fabulous styling and engineering laboratory-on-wheels in the Ford Motor Company Style Section, according to informed sources. It is slated to be the counterpart of GM's XP-300 and LeSabre, Chrysler's Ghia bodied cars, and Packard's Pan American. When ready for public viewing the car will be between 220 and 240 inches long overall. The five-passenger cockpit will be covered by a transparent Plexiglas dome, and the powerplant will most likely be the new 205 bhp Lincoln engine.

Among numerous optional accessories to be offered in 1953 is air-conditioning. In the General Motors family, Buick, Olds and Cadillac will have it available. Chrysler's New Yorker series is expected to present a

unit before Summer, and other firms are known to be experimenting with it.

Buick's "draftproof" system will be offered on the two-door Riviera and four-door sedan in both the Roadmaster and Super series. Through the courteous co-operation of Buick's Public Relations Department, MOTOR TREND is privileged to print the accompanying diagram showing how the unit is fitted. The car pictured is a 1952 model but installation will be the same in the new cars.

The Buick air conditioner has a capacity of 32 average size home refrigerators when the car is traveling 45 mph, sufficient to reduce interior temperature from 105° F to a comfortable level in a few minutes.

Housed on the shelf in the trunk compartment, the unit filters cool air into the passenger area through ducts above the windows. It has a capacity of over 300 cubic feet of air per minute and gives a complete change of air every 20 seconds. Outside air drawn into the unit is cleansed of pollen (a boon to hay fever sufferers) and all foreign matter before reaching the interior of the car. Tobacco smoke is even filtered from the car by the device.

The air conditioner utilizes the principle of evaporation for cooling, and uses the liquid commonly known as Freon-12 in the system. As air passes over the unit's coils, evaporation of the agent occurs and heat is absorbed. The vapor then circulates throughout the system, eventually being transformed back into a liquid by a compressor and condenser mounted in the engine compartment. Thus, the coolant never diminishes.

A control board for the car driver is mounted on the instrument panel. It consists of an "on" and "off" switch, thermostat, and two-speed fan switch, all making it possible for the operator to control the lower end of the temperature range.

An attractive continental tire mount is available on the new Nash Ambassador and Statesman models. Offered as optional equipment, the tire mount provides additional luggage space in the trunk compartment and further enhances the body styling by Pinin Farina. The tire mount is offered in solid colors and matching two-tone combinations to harmonize with body color selections.

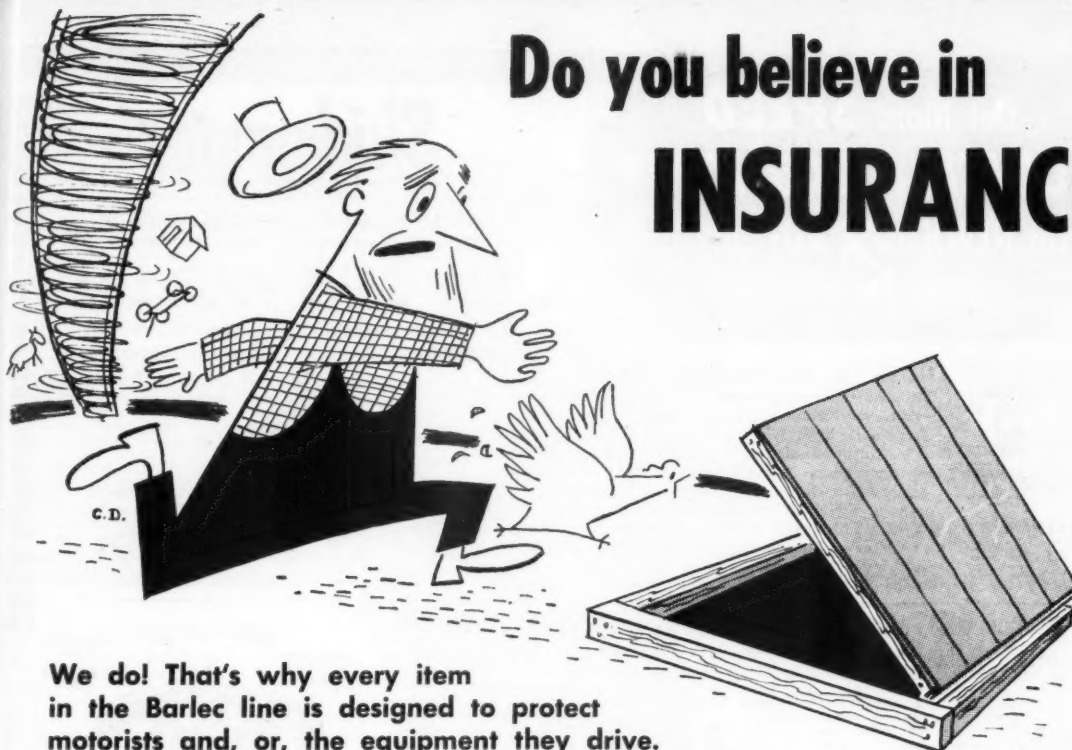
—Harry Cushing

Seen at Motorama —



"Man, that paint is nervous!"

Do you believe in INSURANCE?



We do! That's why every item in the Barlec line is designed to protect motorists and, or, the equipment they drive. Check the list and you'll discover Safety Is Our Business.

FIRST

COP-SIL-LOY—the new alloy brake conditioner that protects your bakes (and your life) in the wet winter driving ahead. It waterproofs the brakes, gives you quick recovery from wet brakes! It stops FADE, stops drum scoring, reduces wear—gives you smooth, silent positive braking. Moreover, it will actually DOUBLE brake lining life! Just brush it on the linings with a paint brush . . . and your half-worn (or new) brakes are made better than new. \$4.95 ppd.



SECOND

P.C.A. SAFETY BELTS—the only known, advertised automotive belts which conform to C.A.A.'s Technical Standard Order C-22A. (Will withstand a load of 2850 lbs. around the human body.) P.C.A. Belts reduce the hazard of being thrown against dash or windshield; prevent any occupant from being hurled out onto the pavement; enable driver to maintain control of car during and after a collision. They're comfortable; won't wrinkle clothes; the webbing is nylon for strength and beauty; they're tailored to match your interior—in grey, blue, brown, maroon, green or black.

front seat belt (each) \$14.95
long rear seat belt (each) \$15.95

THIRD

McRAY PROTECTO ROD—the simple, inexpensive way to keep your motor cool and efficient. The Rod is flexible . . . fits easily into your radiator . . . stops rust, scale and corrosion. The galvanic action REMOVES deposited scale! PROTECTO ROD is unaffected by anti-freeze solutions, in case you're wondering. \$1.95 ppd.

FOURTH

MONRO-MATIC—the new wonder shock absorber by Monroe. Automatic adjustment for all roads and loads . . . designed for all cars, both passenger and sports (just name the year and model when you order . . . quickly, easily installed. Here is not only Safety Insurance, but Comfort, too! \$6.95 (each)

FIFTH

PRECISION TACH—the most accurate of all tachometers. Watch your RPM with this new electric tachometer . . . two-inch dial, universal to fit any car, dash or steering mount, ten minute installation. The unit is hermetically packaged to arrive in your hands in perfect condition. IT PAYS TO KNOW WHAT YOUR ENGINE IS DOING! complete \$27.50

ALL OF THESE ITEMS ARE SOLD ON A MONEY-BACK GUARANTEE. DEALERS AND DISTRIBUTORS: WRITE FOR INFORMATION ON ANY OR ALL BARLEC SPECIALTIES.

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BARLEC'S

Get More **SPEED** **POWER & ECONOMY** with **NEWHOUSE AUTOMOTIVE** parts for all cars



HOW THE SKIDMASTER WORKS

SKIDMASTER operates on a basic principle of physics—that every action is accompanied by an equal and opposite reaction. When a skid begins, the rear end of the car moves sharply to the side. The SKIDMASTER tube moves with it, but because of inertia, the 43-lb. weight inside stands still, compressing a spring on the opposite side. This causes a counter-force movement of the weight which tends to overcome the skidding momentum of the car. The SKIDMASTER weighs 50 lbs., is 36 inches long and is easily attached (out of sight) to the rear frame member of your car or in trunk.



...CAN SAVE YOUR LIFE!

- ✓ Controls Skidding
- ✓ Saves Tires
- ✓ Stabilizes Car
- ✓ Reduces Vibration

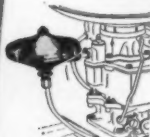
Safety records show that 10 times more accidents occur in rainy or icy weather due to skidding on the poor driving surfaces! Most of these skids can now be prevented automatically by the revolutionary weight and force control of a SKIDMASTER. Tested and proved by professional race drivers, SKIDMASTER not only controls skids, but also stabilizes your car constantly even in blowouts. **INSURE YOUR OWN LIFE TODAY** with SKIDMASTER! Complete unit with all parts and easy installation instructions. **\$39.95**



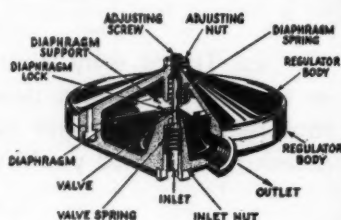
Only..... postpaid
(or send \$10 deposit—bal. C.O.D.)

CUT GAS COSTS UP TO 25% WITH A FUEL PRESSURE REGULATOR

Reduces: ✓ Power Loss ✓ Fuel Waste ✓ Flooding ✓ Stalling



Many users claim up to 25% better gas mileage with this revolutionary new accessory as it stops gas waste caused by excessive fuel pressure. This new precision regulator eliminates carburetor flooding and fuel surge due to pulsing fuel pump operation. Installs easily in the line between the fuel pump and the carburetor. Gane-Master S-M-O-T-H-S fuel flow, prevents vapor lock, stops the annoyance of stalling, flooding and fire danger. It is made of highly polished aluminum. Features a highly sensitive large diameter diaphragm, pressure-spring balanced for extreme accuracy. Gane-Master fuel pressure regulator pays for itself many times over . . . by gas savings . . . by eliminating frequent carburetor adjustment . . . by reducing engine and carburetor wear! Easy and foolproof to install. Fits all makes of cars, trucks, 15-day money-back guarantee. Postpaid. (Or send \$1.00 deposit, balance C.O.D.) **\$5.95**



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NEW OIL FILTER ELEMENT NEVER NEEDS REPLACING. GUARANTEED FOR 10 FULL YEARS



Famous "Filterall" filters 100% of your oil through a permanent bronze cone cartridge which never wears out. This new porous metal oil filter pays for itself by saving the cost of stock oil filter cartridge replacements. It filters out dirt particles as small as 39 millionths of an inch but does not soak up valuable protective oil additives. To clean, just rinse the bronze cartridge in gasoline. Complete filter assembly.

Postpaid..... **\$12.95**

Cartridge only (to fit your filter).....

Postpaid (Specify make, model of car & present filter)..... **\$6.95**

STOP SKIP, BUCK AND MISS

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distinctive stylist . . .

pinin farina

Called the leading designer
of today by the New York
Arts Museum, Farina,
new styling consultant
for Nash, may affect
American automotive designs

By Rodolfo Mailander
with
Jim Earp

DETROIT CARS all look alike." This statement is not original. It has been repeated constantly since the war by an increasing number of people who finally turned in rage or despair from Detroit to the MG, the Jaguar, or to the custom craftsman in an effort to achieve individuality and distinction.

The great custom body designers of the Twenties and Thirties—Le Baron, Bohman and Schwartz, Dietrich, Brunn, Rollston—have now found their way into misty, nostalgic discussions of "the good old days"; and, in the opinion of many heretics, cars now tumble off all the assembly lines of Detroit in a monotonous blur of identical chrome trim and tail fins—distinctive only in name plates and price tags.

But now Nash industries has announced that Pinin Farina—called the leading designer of today by the New York Arts Museum—recently signed a contract to design the new lines of Nash cars. The automotive world has been doing quiet flip-flops ever since, because no one seems to know exactly what this new move will mean. However, it is highly possible that the field of American automotive design will be blasted wide open in a few years.

For Pinin Farina is the revolutionary founder of the "new Italian school" of body design. More than any other single individual, he is responsible for the sweeping changes that have given so many famous European cars their "new look" since the war. That Nash should choose him to design their cars seems especially surprising to many people, for Farina is widely known in this country only as a builder of fabulously expensive, one-of-a-kind masterpieces.

In view of this widespread misconception, it comes as something of a shock to realize that some of Europe's most famous stock cars were designed in the Farina plant. The Cisitalia coupe and convertible, the Bristol convertible, the fashionable Alfa Romeo 2500 Supersports two-seater convertible, and even the fabulously successful Lancia Gran Turismo were all designed by Pinin during the postwar years, and more orders from European manufacturers are coming in each year.

Today the rapidly expanding Farina plant employs 650 people with about 500 working in the body building section and another 150 in a separate department which manufactures, among other things, motorcycle frames of molded metal sheets. Among his clients are such exotic personalities as Prince Bertil of Sweden, the Princes of Monaco, the King of Belgium, former Italian Air Minister and air hero Italo Balbo, the late Evita Peron, Prince Ali Khan, Rita Hayworth, King Umberto of Italy, and the ex-King of Egypt.

When we consider this brilliant success of the man Farina, it is startling to learn that he was born into a very plain family in Turin, Italy, on November 2, 1895. His education was sketchy, for after finishing elementary school at the age of 12 he had to start work in the small body building firm of his older brother Giovanni—one of the very first independent firms to start making bodies for automobiles.

Pinin literally grew up around automobiles, and his life is the record of a genius whose work is his hobby and a ruling passion. His first actual contact with a car came when he was around 10 years old. A man who lived in the same house as the Farinas bought a shiny new automobile and habitually parked it in the courtyard. Pinin worshipped it. He walked around admiring it from all angles. Then one day he simply climbed in and began driving. The comments of the owner who rushed down to snatch a very small boy out of his precious new car are not recorded.

From then on Farina's entire life was wrapped up in automobiles. In his spare
(Continued on next page)

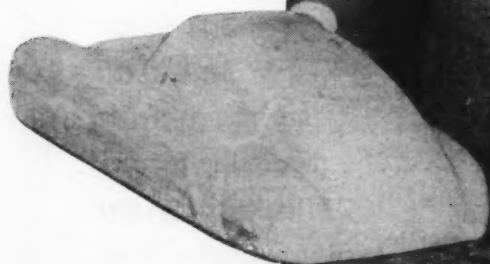
PUBLIFOTO, TORINO, ITALY



Here is evidence of Farina-designed cars in production, Nash-Healeys on finish line

DISTINCTIVE

In creating a design, Farina first produces wooden model, accurately carved to scale

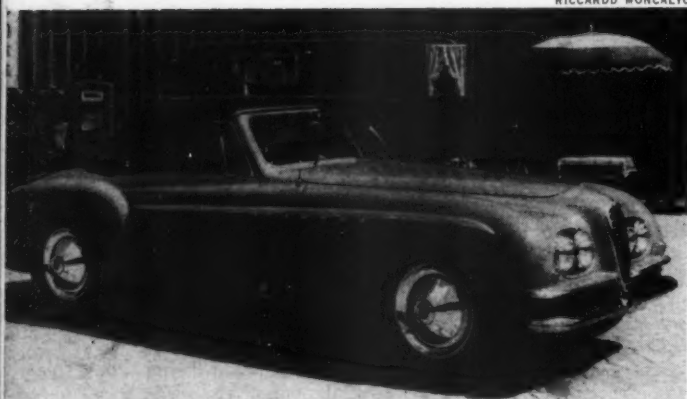


time he carved wooden scale models of the old fashioned cars of that day. During his working hours at the plant he learned bodywork, designing, and managing. He studied, worked with enormous energy and, at the age of 21, became a co-manager in his brother's firm.

While he was still only 21 years old, he brought the plant a rich contract to build airplanes designed by the "Aviatic." Through aviation construction he learned to be versatile, to adjust to strange ideas and situations and, in addition, received excellent training in lightweight structure. The planes produced by the Farinas were famous for their accurate construction.

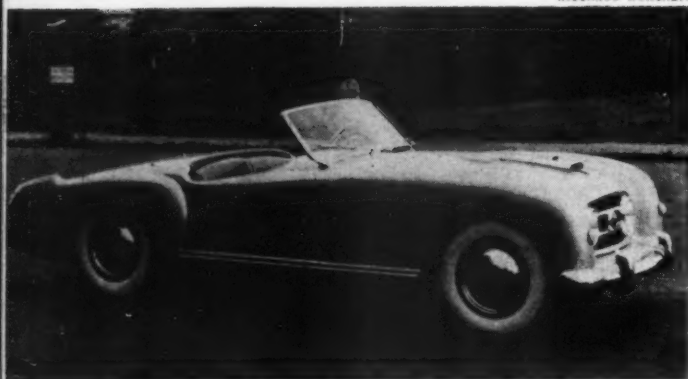
The practical experience of Giovanni and the rapidly developing artistic genius of Pinin made up a sound team until 1928 when Pinin left the firm, established a company of his own, and began work on convertible bodies for Lancia "Dilambda" and "Astura" chassis.

RICCARDO MONCALVO



This sleek, luxurious Alfa-Romeo convertible coupe is styled in the distinctive manner that has made the name Farina famous

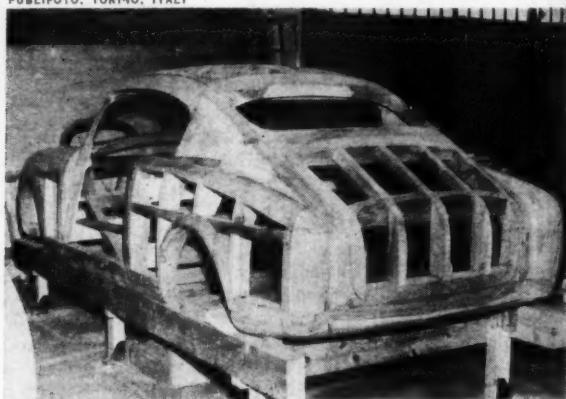
RICCARDO MONCALVO



The Nash-Healey Spyder is a Farina creation. The design is considered by many to be one of the most beautiful on the road

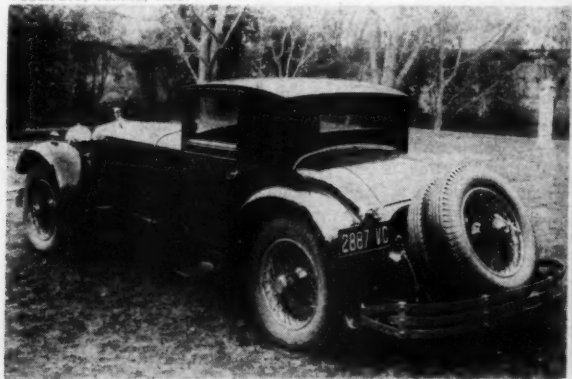
Eighteen

PUBLIFOTO, TORINO, ITALY



The "Mannequin," on which the plates of the first body of a particular design are made; modifications are completed here

PUBLIFOTO, TORINO, ITALY



Farina-designed cars date back to this Hispano-Suiza which is reported to have been well received in the early Thirties

Motor Trend

models of... During... learned... ing. He... energy... manager... old. he... to build... viatic."... learned... ge ideas... received... ructure... as were... tion... Giovanni... genius... il 1928... shed a... ork on... mbda"

The success of the firm was immediate. Farina cautiously entered several of his one-of-a-kind creations in the Paris auto show and suddenly found himself holding several orders for one of the models. However, Pinin had constructed each of the cars individually, with no preparations for duplicating any model, so it was several months before he could make deliveries. From then on, acting on the advice of a wealthy friend, he completed at least three or four of each new model he designed.

Farina pleased and startled Europe with the bold originality of his visions. The first car that featured long front fenders sweeping back to the rear fenders was a Farina Alfa Romeo delivered in 1937. Today that fender line is almost standard. In the same year, Pinin confounded science by producing the famous Lancia "Aprilia" aerodynamic coupe. He designed the car "according to what felt right," but

much later, when the German engineers slaved methodically to develop an aerodynamic car along strict scientific principles, it looked very much like the Farina Lancia.

That deft, sure touch of genius, the unconscious, infallible "feeling" for what is "right," and just plain hard work brought about a smooth, steady rise in Farina's fortune. From the small series of three or four units of each model, Farina gained such popularity by 1938 and 1939 that the Lancia Aprilia "Bilux" sedan was produced in a series of about one hundred units.

The great milestone in Farina's career—and in the history of automotive design—was passed when, right after the war, he was commissioned to design a Cisitalia. The Farina Cisitalia was to be the first completely new post-war car in Italy (and perhaps in Europe), so Farina was not tied down to tradition.

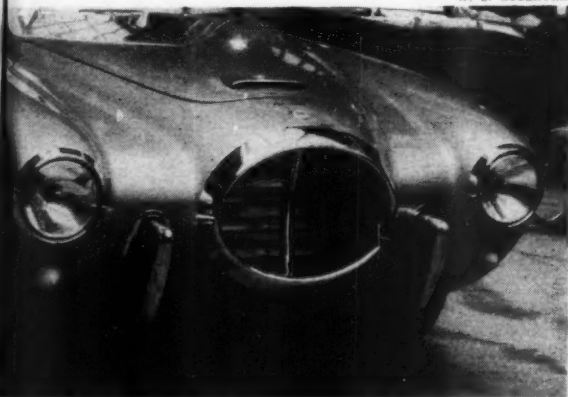
There were, however, certain limitations. The body had to be economical and simple. No ornamental accessories were available and chrome plating was of poor quality and very expensive. The car would have to be designed with almost no decorations or trim.

And that was just what Farina wanted. His basic theory is that the impression of beauty in an automobile's design should be produced by the line, form, and sculpture—not by ornaments and gadgets. To Pinin, a car is like a woman. A woman with a nice face and a nice figure will look well with or without ornamental gadgets. On the other hand, if a woman is ugly, no ornaments or gadgets can make her look pretty. Farina wants his cars to look like a beautiful, well dressed woman who doesn't need the help of ornaments.

Another basic principle of the Farina philosophy is that the body must match
(Continued on page forty-five)

M. L. ROSENTHAL

M. L. ROSENTHAL

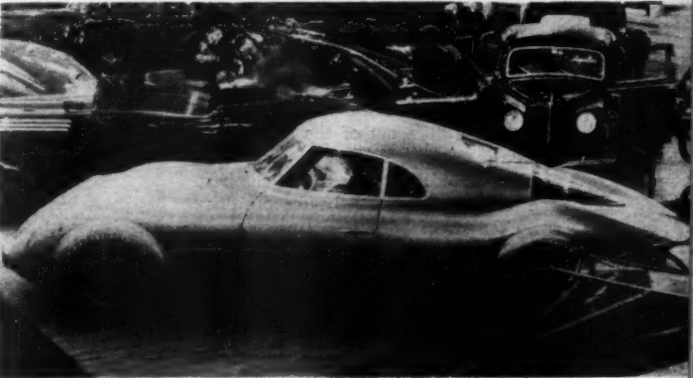


This jet-like grille design no doubt originated from a study of jet airplane scoops; this is latest as shown at Paris show

Farina's hood designs gradually slope downward to give the driver excellent vision ahead; this is a three-liter Ferrari

RODOLFO MAILANDER

PUBBLICITA' ITALY



This is a PF 200 coupe; its aerodynamic design and curved large window areas caused a sensation at recent Paris show

Even more extreme in its aerodynamic concept is this Lancia Aprilia coupe, which contributes to exterior functionalism

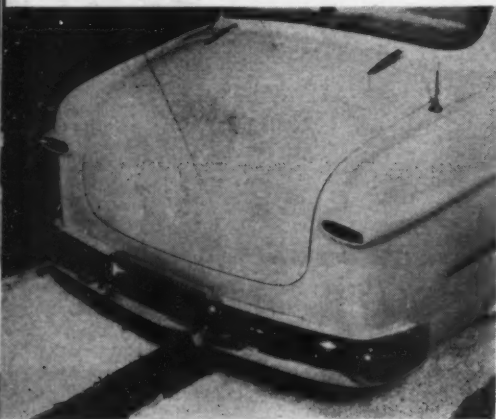
January 1953

Nineteen

why do car owners CUSTOMIZE?

Is it the desire to drive a car that is different or is it the urge to improve on styling that has created this new hobby in America?

By Bob Hoepfner



LEE DUMMEL, shown with his customized '50 Ford, above, wanted something a little out of the ordinary. A change in style without extensive modifications suited his requirements the best. The result is something that he can drive down the street knowing he will not see its duplicate at every corner. Major changes include a hood which has been shaved, peaked, and louvered. The DeSoto tooth with custom bar grille is hand-formed and blends smoothly into the fenders and gravel pan. The frame was lowered by "Z-ing" at the rear. Custom work by Babbs Custom Shop, Glendale, Calif.

FOR A PERIOD of approximately two months preceding Motorama, we were besieged by many custom car owners, each wondering if their particular proud and shining beauty had a chance of being displayed in the show. We spent many afternoons appraising cars, ranging from smooth conservatives to nervous radical types, and interviewing owners whose oc-

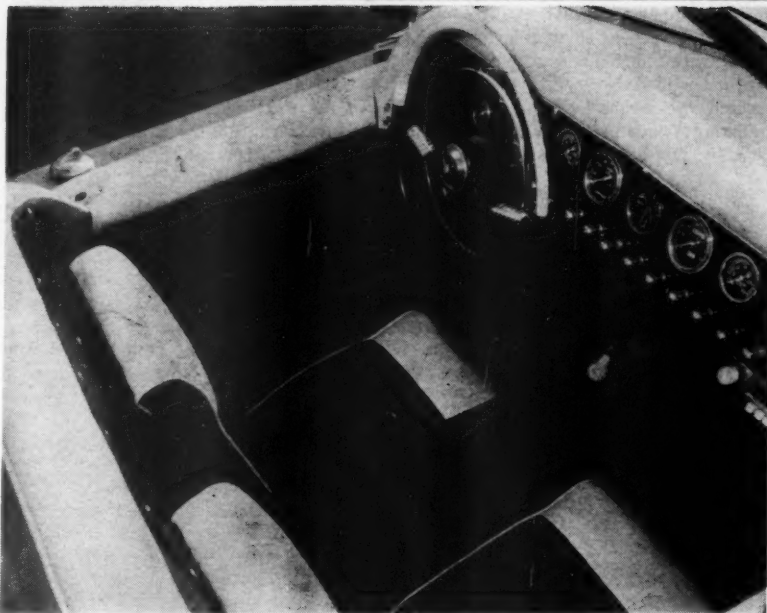
cupations were as varied as the style of their creations. During these conversations the question arose which prompted the research for this article. Why do owners customize their cars? On this and the following pages we give you the owners' reasons for customizing as well as a description and pictures of their completed work, some of which is outstanding.



Photos by
Jack Campbell and Al Palocz



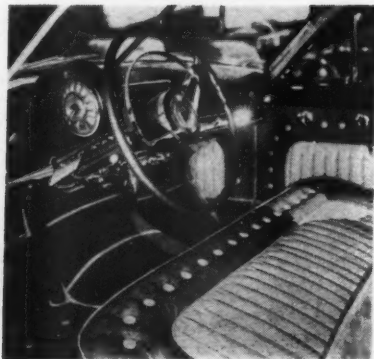
LLOYD TEMPLETON of Ames, Iowa, has gone all out on customizing as a hobby. Speaking for himself as well as for Don and Bob Templeton, he said, "We feel that we have been well repaid for our efforts—pride of ownership means a lot to us." This sleek creation features a completely handmade sheet metal body on a modified '48 Mercury chassis. Over-all length is 210 inches and, with the top on the car stands 48 inches above the roadway. Road clearance is 5½ inches and the weight is 3500 pounds. The driver's compartment is located where the back seat was in the original body. This accounts for the exceptional 90-inch length of the hood. The instrument panel has an amazing array of no less than 15 separate instruments. Individual bucket-type seats are provided for driver and passenger. Upholstery is luxurious black leather with white trim. The car required 2½ years of spare time to build, cost an approximate \$12,000, and is the only one with its particular type of styling in the United States. Car was built by the owner.



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January 1953



BRUCE RIDDLE of Los Angeles, like many other customizers, had the desire to improve the appearance of his car. His customizing job was done only as a hobby and he expressed doubt about the soundness of his investment from a monetary standpoint. The heart-shaped grille opening was formed by reshaping and molding the shaved hood, fenders, and gravel pan. Closely spaced concave bars, set vertically, form the grille. Top has been chopped 4½ to 5½ inches. Custom work by Plemmons & Lindley of Compton, Calif. Plastic interior by California Top Shop, Compton.

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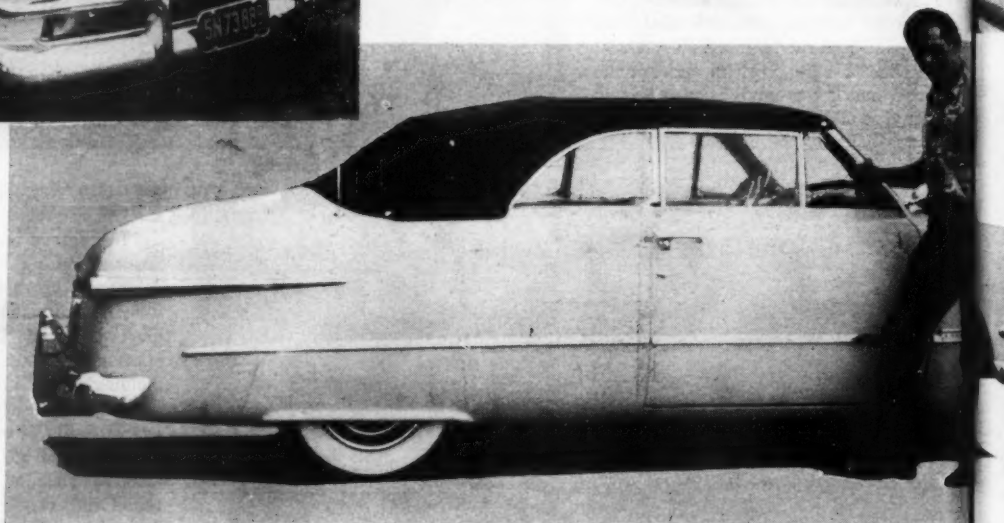
Twenty-one



ED WILDER of Los Angeles, said of customizing, "The personal satisfaction derived from this sort of thing is ample reward for the effort involved." Notwithstanding this statement, he also believes a custom car in most cases to be a good investment. The casual observer of Ed's '52 Cadillac (above) will not immediately discern that any modification has taken place. However, the changes include replacement of a convertible top with a de Ville type; body and hood has been sectioned four inches to give a long, low appearance. The chassis has been lowered two inches in front and 2½ inches in the rear. Hydraulic lifts have been provided for the hood and deck. Custom work by Jay Everett, Los Angeles, Calif.

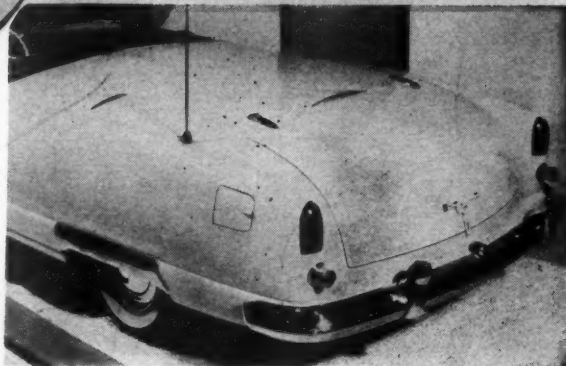


AL TWITCHELL of Los Angeles (below) is like the postman who goes for a walk on Sunday: bodywork is his business, and customizing his hobby. Al, an artist by trade, said, "I believe in sensible customizing in that it should be simple as well as practical. If for no other reason, the personal pride and value in ownership is worth the time and effort expended." Al has chopped his '50 Ford convertible top two inches, but he has retained the power operating feature. The shaved hood incorporates a small but functional air scoop. The simplified grille uses a winged center bar, and the rear deck is shaved.

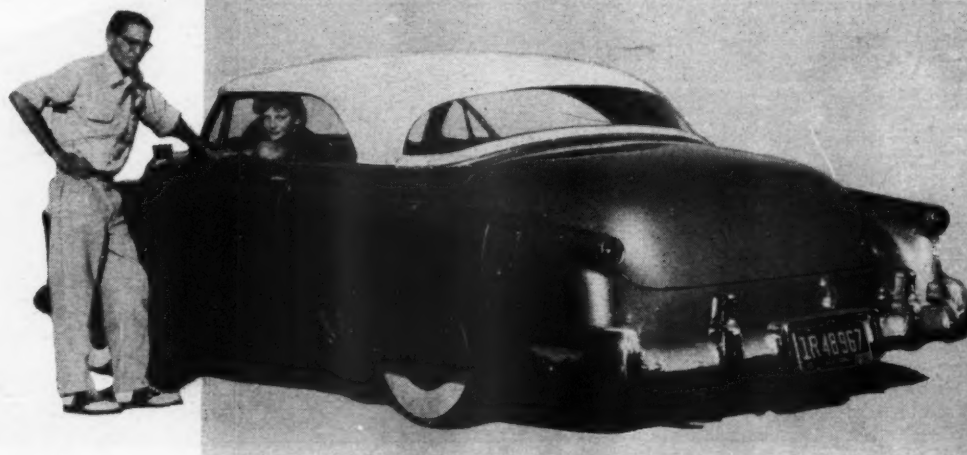




NORMAN ETKIN, a professional musician by trade, became custom conscious as a result of the 1951 Motorama. After two months of schooling in an auto body school, he made a small clay model to work out a style incorporating his ideas of what he thought a sports-custom job should look like. The lines of the finished model followed the general lines of the Kaiser, which was used as a basis for the design. Now that the bugs have been worked out of his prototype, he would like to produce similar customs commercially. He feels he could turn out one per month and the cost would not be prohibitive. Major changes in the car included cutting off the top and installing in its place a smooth rear deck. Air scoops installed in the deck ventilate the rear compartment. The windshield is chopped.



KEN VERTREES of Anaheim, Calif., believes customizing can be practical as well as fun. He said, "A custom car, if properly designed and well executed, will not go out of style as new models are released and will always be admired by others. I also like to enter shows and meet other custom enthusiasts." Changes to his '51 Chevrolet convertible (below and left) include a windshield frame chopped 1¾ inches with an Oldsmobile one-piece glass installed. The padded top is of the de Ville type. The grille opening is re-contoured and lip-molded. The grille itself is constructed of modified Plymouth parts. Headlights are frenched with flush rims. Hood and deck have been shaved. Oldsmobile rear fenders are molded into the body panels. The taillights are Pontiac and the car has been lowered. Custom work by Bill's Body Shop, Fullerton, Calif.



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Twenty-three



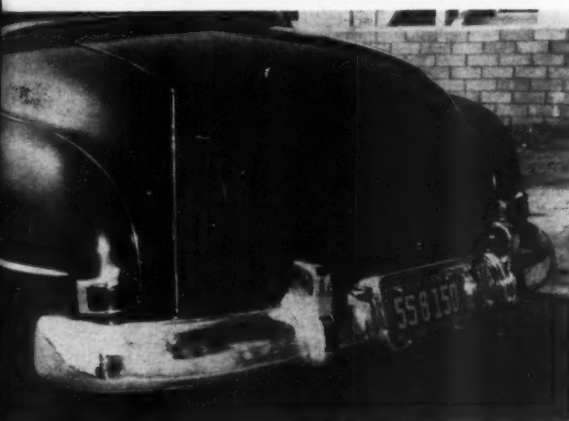
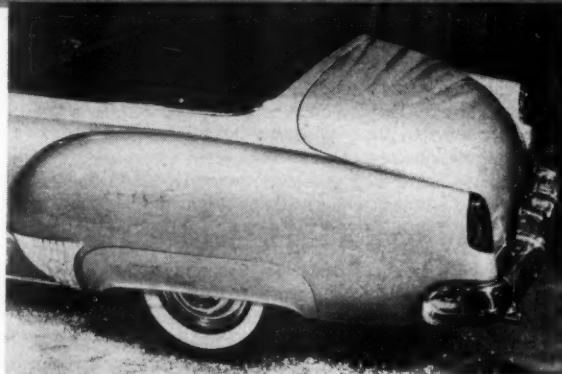
OLLIE SEELEY, Los Angeles High School Coach, said, "In my case, customizing was done for two purposes: (1) as a hobby, (2) to improve the looks of my automobile. It was relatively inexpensive because of my mechanical ability and help received from my high school students. I have found customizing gave me outstanding features that cannot be found in our expensive cars." Changes to Coach Seeley's '50 Plymouth include a shaved hood with a large, well-blended and functional air scoop. The original grille is modified somewhat and includes custom-made chrome plates under the headlights. The car has been lowered four inches front and rear. Rear fenders are '51 Chrysler, with exhaust tips extending from the rear edge. A rolled dashboard crash pad and a Continental tire mount complete the changes. Custom work was by Valley Custom Shop, Burbank, Calif.



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DR. ROBERT R. LA BRIOLA of Los Angeles has long felt that Detroit has catered to a conservative group of buyers and in order to obtain a good-looking, racy, sports-custom job, one would have to build it himself. His style improving design (above and right) was drawn to scale previous to starting construction, and the finished product is exactly what he hoped it would look like. The face of the front fenders on this '49 Oldsmobile convertible have been squared off. An oval grille opening, framed by tubing, has a floating center section constructed of convex bars. Directional lights are incorporated at each side of the grille. The headlights are extended and frenched. Gravel pans are molded. Rear fenders were recontoured, lengthened and equipped with '51 Frazer taillights. The deck lid is sectioned, and exhaust tips extend through the bumper. Custom work by Barris Kustom Shop, Lynwood, Calif.



EMERY BOZZANI of Burbank, Calif. wanted something different, but conservative. His '51 Plymouth club coupe (left) features a shaved and peaked hood, shaved rear deck, and body lines which flow into a molded rear gravel pan. Headlights are frenched in '52 Mercury rims and the taillights have been dropped. Pushbutton controls are provided for doors and the rear deck. The sectioned grille has a floating center bar supported by tie-rods which extend into the bumper guards. The car has been lowered by "Z-ing" the frame at the rear in combination with blocks and de-arched rear springs. Modification of the front coil springs suspension serves to lower the front end. Asked if he would do it all over again, Bozzani said, "Yes, I would, but as a matter of fact, I'm not finished. I want to put a new Dodge V-8 engine under the hood and get new wire wheels—then my Plymouth will be complete." Custom work by Babbs Custom Shop, Glendale, Calif.

NEW CAR ANNOUNCEMENTS

PLYMOUTH • FORD • WILLYS • PONTIAC • MERCURY • HUDSON

By Harry Cushing

THREE LOW-PRICED CARS present 1953 models this month with numerous styling and mechanical changes. They are Plymouth, Ford and Willys; while Chevrolet, the other leader in this field, holds up announcement of its new offerings until after the first of the year.

From a styling standpoint, Plymouth is offering the most completely changed cars in its 25-year history. Not too much has been done to its dependable engine.

This year's body is absolutely new from grille to taillights. Height has been reduced, yet passenger and luggage compartment space is enlarged. Moving the engine forward two inches and relocating rear wheel housings are responsible.

Better visibility is achieved through a one-piece windshield and a wrap-around rear window which extends into each quarter panel. Total glass area is 16 per cent greater than in 1952. For the first time, buyers may select additional chrome decorative trim as optional equipment. Plymouth has devised kits which are easily installed by dealers to satisfy individual requirements. Another clever innovation, found on all two-door models, is the front seat which divides, not in the traditional manner at the center, but at one-third its width to permit easier entrance and exit for rear seat passengers using the curb side. Two persons may sit comfortably on the wider front seat portion while the remainder is tilted forward.

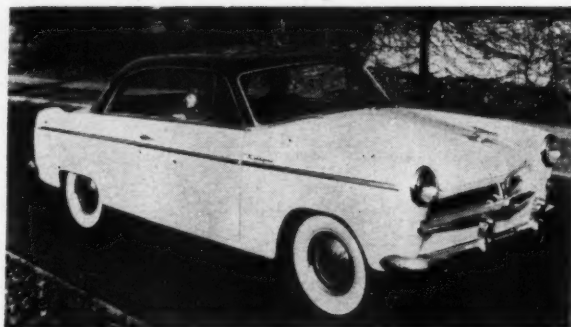
Plymouth's engine has been stepped up slightly to 100 bhp @ 3600 rpm. This was accomplished by increasing compression to 7.1:1. The time-proved six-cylinder engine has a 3½ in. x 4½ in. bore and stroke. Displacement is 217.8, and torque is 177 lbs.-foot @ 1200 rpm.

Two transmissions are offered, a standard three-speed synchromesh, or standard with automatic overdrive which reduces engine speed 30 per cent while road speed is undiminished.

FORD FEATURES RIDE QUALITIES

The 1953 Ford has been designated the firm's 50th Anniversary model. Styling and engine features have not been greatly changed in either the V-8 or six-cylinder lines. Most notable improvement on these cars is in the riding qualities. Appearance-wise, the car features a massive new grille with a center spinner, restyled taillights, one-piece windshield and rear windows.

Two engines are offered, the V-8, which develops 110 bhp @ 3800 rpm, and the ohv in-line six, which turns out 101 bhp



New Aero Willys Eagle is a hardtop style, one of four new models incorporating seven body styles now being introduced

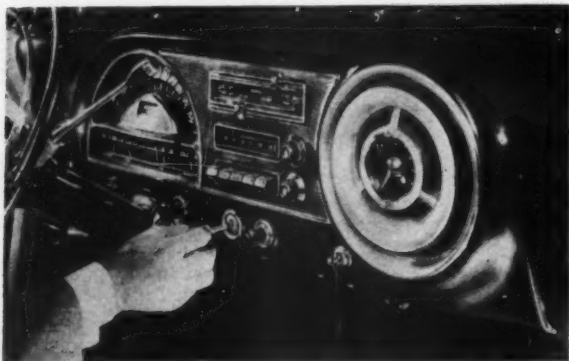
@ 3500. The former displaces 239.4 cu. in., with bore and stroke of 3.19 in. x 3.75 in. Compression ratio is 7.2:1, and torque is 196 lbs.-foot @ 2000 rpm. The latter engine displaces 215.3 cu. in. Bore and stroke is 3.56 in. x 3.6 in. Compression is 7:1, and torque is 185 lbs.-foot @ 1800 rpm.

Three transmissions are available with either engine: automatic torque converter, three-speed manual shift, and overdrive with conventional system.

A redesigned suspension gives greater control to sidesway on corners and results in a smoother, level ride over the roughest roads. In a recent test, a 1952 and a 1953 car, each carrying the same load, were driven over an identical bump at the Ford Test Track. Electric instruments recorded a drop of from 1500 to 300 pounds in road shock for the new car.

In the new setup, the front suspension features rubber compression bumpers and new support plates designed to permit greater up and down movement of front wheels. This gives a softer limiting action to the front suspension when springs are compressed sufficiently on rough roads to put these bumpers into play.

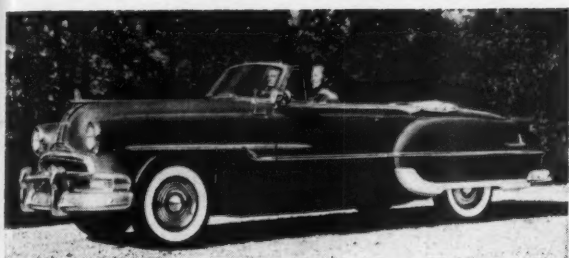
The bumpers are small, cone-shaped rubber pucks, which act as stops between each front wheel control arm and the chassis frame. Ford engineers also re-valved the front viscous control shocks to give softer action, and the viscous-controlled diagonal-



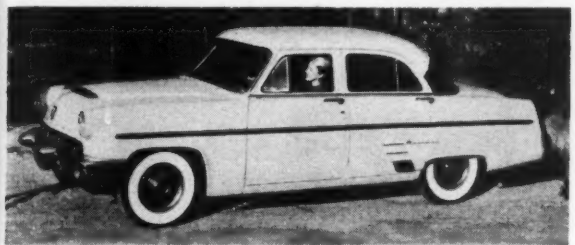
The new Pontiac instrument panel is very compact and is located directly in front of the driver for better visibility



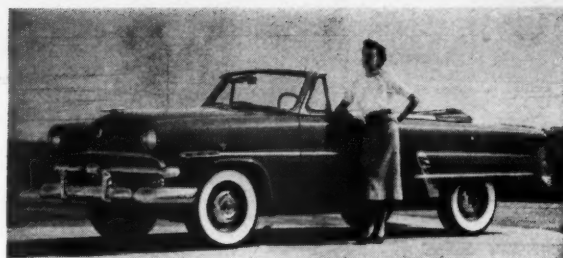
Interior tailoring and appointments of new 1953 Plymouth blend harmoniously with two-tone exterior colors, a new concept



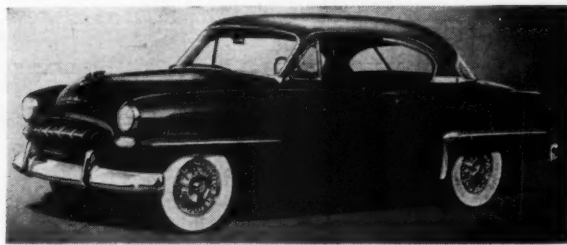
1953 Pontiac features different styling, optional Hydra-Matic transmission and power steering, six or eight cylinders



Mercury styling is only mildly altered this year, includes a revamped grille, trim changes, and a one-piece rear window



A redesigned suspension system on the 1953 Fords is reported to give greater control on corners, results in smoother ride



From a styling standpoint, Plymouth is offering the most completely changed cars in its 25-year history; note wire wheels

ly mounted rear shocks. New rear springs with woven fabric inserts for better dampening effect also contribute to the new ride.

THREE MEDIUM-PRICED CARS UNVEILED

Motorists interested in medium-range cars have three 1953 offerings to look at this month—Pontiac, Mercury and Hudson. Of all these cars, Pontiac incorporates the most important styling and engineering changes, with a new body and improvements in suspension, optional power steering, plus a more powerful six-cylinder engine.

The new Pontiac bodies are distinguishable from previous models by large one-piece, wrap-around rear windows, one-piece curved windshields, high rear deck contour, rear fin fender design and revised chrome trim.

In addition, Pontiac offers such engineering advances as modified "Curve Control" front suspension, ignition key starting, electronic headlight dimmer, improved Dual-Range Hydra-Matic transmission, and numerous other developments.

As the result of longer wheelbase—up to 122 inches—and new interior dimensions, two- and four-door sedans have approximately $2\frac{1}{4}$ inches greater rear compartment leg room. Also deeper seat cushions and greater hip room have been provided. Accelerator pedal has been re-positioned to provide more leg room for the driver.

One of the outstanding features of the new Pontiac is the introduction of "Curve Control" front suspension by which greatly improved steering and handling of the car over rough roads and curves is achieved. The new design reduces camber change due to roll or outward thrust when negotiating a curve.

To achieve this, lever lengths and pivot locations in the knee action have been revised with the result that the front end geometry more effectively neutralizes the roll camber and more nearly approximates the front wheel banking action desired. As a result, less effort is required to negotiate a turn and, since the inclination of the front wheels is such that they more closely follow the curve, the need to oversteer is minimized. Other changes include tilting the front suspension approximately four degrees to the rear of vertical, which results in four degrees more caster for the front wheels.

The in-line six-cylinder engine has been made more powerful, the bhp being raised from 102 @ 3400 rpm to 118 @ 3800 rpm, with a compression ratio of 7.7:1. This increase has been ac-

complished by the use of a new carburetion set-up together with new intake manifold, new camshaft, more efficient combustion chambers, and electroplated pistons.

There has been no major change in the in-line eight-cylinder engine. Both powerplants are available in any one of the three series—the Special, DeLuxe and Custom. Eleven body styles are available.

MERCURY IS VIRTUALLY UNCHANGED

The 1953 Mercury remains pretty much the same car which won the Mobilgas Economy Run last year. Only minor styling refinements are evident, along with several modest engine changes which tend to increase performance slightly.

Two engine improvements have resulted in an increase in top speed of 3.3 mph, according to Mercury engineers, and a bettering of 0-80 acceleration by 4.4 seconds. These are freer breathing as the result of a new air cleaner and a new exhaust system which includes a two-inch tail pipe. This latter factor is said to reduce back pressure by 50 per cent over previous models.

Mercury's engine develops 125 bhp @ 3800 rpm. It displaces 255.4 cu. in., with a bore and stroke of $3\frac{1}{16}$ in. x 4 in. Compression is 7.2:1, and torque is 218 lbs.-foot @ 1700 to 2200 rpm. Three transmissions are available, torque converter, standard, or standard with overdrive.

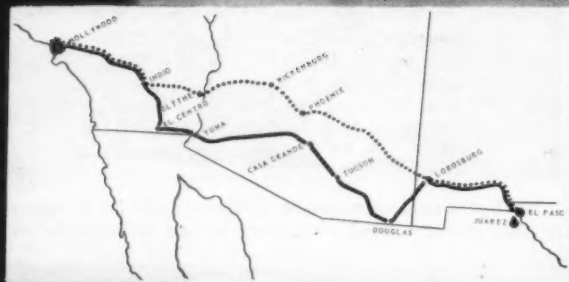
Mercury styling is only mildly altered over last year's offerings. There is a revamped grille, plus trim changes on the sides, at the gravel shields and on the rear deck. Like most other 1953 cars, Mercury introduces a one-piece rear window.

A choice of seven different models featuring 13 basic colors and 30 two-tone paint combinations are available. All of the models have a new two-position front door check, which holds the doors either full open or at two-thirds open as the car occupants desire.

HUDSON LINES BASICALLY THE SAME

Nothing sensationally new has been added to the tried and tested standard Hudson lines. Styling, with the low center of gravity, and the twin H-Power engine, with its excellent stock car racing record, are being retained for another year. An air scoop is incorporated on the hood.

Hudson's big news will break within the next few weeks when it unveils an exciting new light car. MOTOR TREND expects to have a full report on this all-new car next month.



1953 DODGE V-8 CORONET SEDAN

WHEN DODGE ANNOUNCED its new, completely restyled car featuring the 140-horsepower "Red Ram" V-8 engine, we placed this car at the top of our 1953 model road testing program. It so happened that we were scheduled to be at the finish line of the Mexican Road Race (see page 41) at the same time that we were to put the new Dodge through its paces, so we were able to give the car close to a 2500-mile, cross-country road check.

Our route from Los Angeles to El Paso, Texas and Juarez, Mexico and return is shown on the accompanying map. While we learned much about the handling characteristics of our Dodge Coronet four-door sedan on our Mexican trip, we will save a discussion of this until later on, since the most important change in the new Dodge is its V-8 powerplant.

Dodge V-8 Added to Chrysler Family

A trend to V-8 powerplants, as mentioned in our road test review (also in this issue, see page 31), is further confirmed by the switchover to this type of

This easy-to-drive, compact car further indicates a trend with its V-8 engine

An MT Research Report by Walt Woron and Jim Potter

Photos by Jack Campbell

engine by Dodge. The brand-new Dodge V-8 engine, a scaled-down version of the now-famous Chrysler FirePower, develops 58 horsepower for each 100 cubic inches of piston displacement, giving it the lead in specific output over all competitive U.S. engines. The engine is rated just under four liters (241.4 cu. in.), which makes it a good basis for a sports car and road racing. We predict it will be used as such, especially since it has good horsepower and the torque that are required and can be hopped up easily. The medium-sized engine reaches its peak of 140 horsepower at 4400 rpm, and gives 220 pound-feet of torque at 2000 rpm. For the economy-minded motorist, both are reportedly obtained on "regular grade" gasoline.

Further comparison of specific output of the new Dodge V-8 is shown in relation to figures of the Dodge in-line Six. With less than five per cent additional displacement, the V-8 engine develops 36 per cent more horsepower and 16 per cent more torque than the In-Line Six. Key to this power efficiency is the hemispherical combustion chamber of Chrysler's line of V-8 powerplants; this design is generally conceded to be the ideal shape for high power output. Many European sports car engines, and the majority of high performance aircraft and racing engines, have successfully used this design.

The full-throttle power output of any engine depends largely on the amount of air inhaled with each piston stroke. The

Dodge V-8, with its hemispherical combustion chamber design, is ideal for "deep breathing" capacity; this "volumetric efficiency" (the ratio of air inducted per cycle to the total displacement of the engine) is influenced by atmospheric conditions, valve opening and timing, port diameter, heat sources, resistance to flow in the intake and exhaust system, and by deposits in the combustion chamber. Although the valves in the Dodge V-8 are already large, there is space within the combustion chamber for a significant increase in valve size should still higher outputs be desired in future years.

The compression ratio of 7.1 to 1 was selected by Dodge to give peak performance without detonation on "regular grade" gasoline; the combustion chamber, however, with its overhead inclined valves is readily adaptable to even higher compression ratios, when and if higher octane fuels become commercially available.

Another feature of the new Dodge V-8 engine is that it is designed with a relatively short stroke and large bore. This construction, with its compact cylinder block and short, stiff crankshaft, makes one of the most effective combinations for handling the power developed, and also produces an engine of minimum weight for a given displacement. The large diameter

bore permits generous valve size and spacing with high volumetric efficiency, while the shorter stroke reduces sliding motion between piston and cylinder wall, cutting down the power lost to internal friction. The distance travelled by a piston in the V-8 engine is nearly 30 per cent less than in the Dodge in-line Six, for the same number of engine revolutions.

The camshaft is short, very stiff, and firmly supported in the cylinder block by five precision bearings. Hydraulic tappets in the new Dodge engine contribute to quiet valve operation, and also eliminate the need for periodic adjustments.

The intake manifold of the Dodge V-8 is divided into two isolated distribution systems, each with a separate riser supplied by one side of the dual carburetor. Branches of each system lead to the two center cylinders in one bank and the two outer cylinders in the opposite bank. This arrangement, plus a firing order which draws on the separate systems alternately, should promote the delivery of uniform air-fuel mixtures to each cylinder.

An improvement in the ignition system has been made in that a new double-breaker distributor, which produces maximum coil output at high engine speeds, has been used. Neoprene jackets on the high tension leads run the length of each

cylinder head cover from the distributor cap into the ignition cable covers, waterproofing the system. The spark plugs are enclosed in metal tubes which extend up through the valve chamber.

In studying a comparison between the new Dodge V-8 and the Dodge in-line Six, we found that the V-8 is more compact in size, despite its larger displacement, actually being $1\frac{3}{4}$ inches shorter from fan to crankshaft flange. Though the V-8 is slightly higher, measuring $34\frac{1}{2}$ inches from the bottom of the oil pan to the top of the air cleaner and its over-all width is $10\frac{3}{4}$ inches greater at the top of the engine, its adaptation in an engine compartment of essentially the same length can be easily made.

Gyro-Torque Transmission Discussed

Besides the standard transmission, there are three extra-equipment systems available on the Dodge V-8; they are: standard with overdrive (\$97.55 FOB Detroit, including tax), Gyromatic (\$124.75) and Gyro-Torque Drive (\$233.50). Since a quick survey revealed that the Gyro-Torque transmission was most popular with new Dodge V-8 owners, our test car, so equipped, was selected for this reason.

The Gyro-Torque transmission is an au-

(Continued on next page)



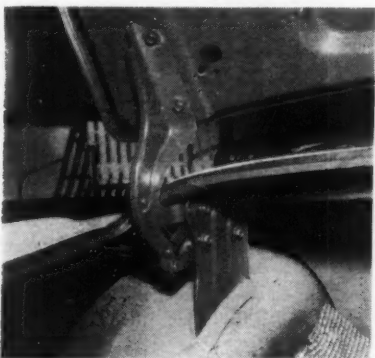
Gas filler is placed in new position. Twin spot (right) is used for single backup light, an extra-cost accessory



It takes two hands to operate hood latch and raise hood. Note air scoop which allows additional air to engine



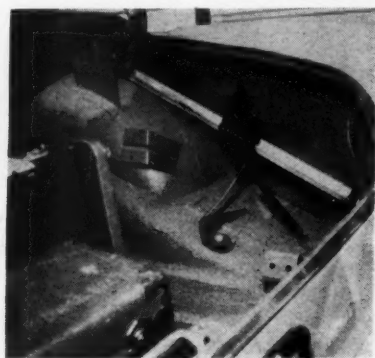
Walt Woron studies the new 140-horsepower V-8 engine, scaled-down version of the now-famous Chrysler FirePower



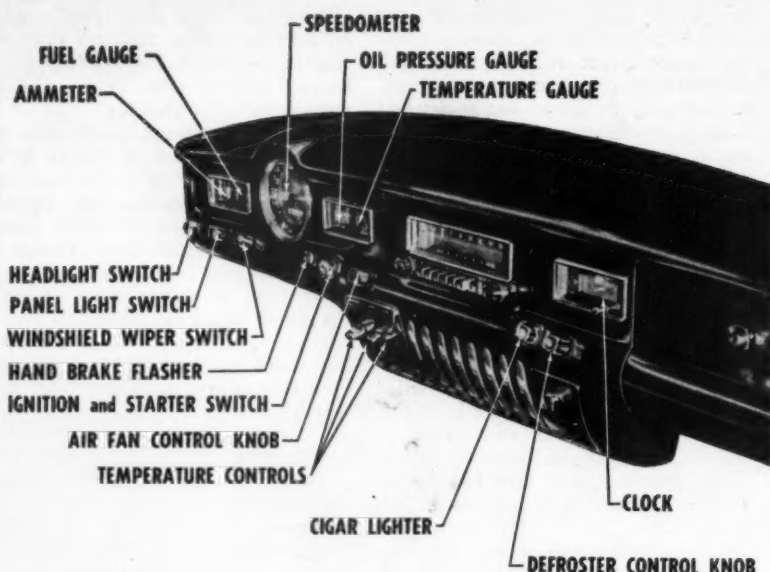
A new hinge is provided for rear deck lid, which is balanced for easy opening when you have arms full of packages



Luggage compartment is larger than previous models, adequate for most families. Latch is pushbutton type, easy to open



The jack is held in place behind the spare tire. Most manufacturers are now furnishing a spot to tie-down tools



The instrument panel of new Dodge is considered an improvement over earlier models

tomatic transmission without being fully automatic. The biggest single disadvantage from this standpoint is that you have to let up on the accelerator to allow the transmission to shift.

Normal driving procedure is as follows: place the gear shift lever in neutral; start the engine by turning the ignition key starter switch fully to the right; depress the clutch pedal and move the gearshift lever to the "driving range" position. When you release the clutch, you are automatically in third gear and *your car stays in this gear as long as you press on the accelerator*. Thus, the driver controls the up-shifting to fourth gear, claimed by

many to be an advantage. To get into fourth (cruising) gear, the driver must let up on the accelerator for a moment ($\frac{1}{2}$ second, average time required) at speeds above 14 mph, with additional time required for the car to then regain its acceleration. The transmission automatically shifts from fourth to third whenever the car speed drops below 11 mph.

The "Scat" gear, so-called in Dodge advertisements, is simply down-shifting the transmission to third gear. This is accomplished, when travelling at speeds under 45 mph if you should need additional acceleration, by merely pushing the accelerator pedal firmly to the floor. This

will not operate at speeds over 45 mph; as a result, high speed acceleration is not outstanding.

Another gear is available with the Dodge Gyro-Torque transmission and that is "Power Range." Should you need extra power for passing at low speeds on up-grades, depress the clutch pedal, move the gear-shift lever to the "Power Range" position, release the clutch and step on the accelerator. There were times on our test when we could have used a downshift to third gear to allow the engine to share the braking load; second gear, the only gear you can manually shift to, is generally too low.

The Gyro-Torque transmission's oil system is interconnected with that of the engine, total capacity of which is 13 quarts. It is interesting to note that Dodge recommends, after the initial 500-mile oil change, oil changes only twice each year, or as seasonal temperatures indicate, unless, of course, the car is being operated in dusty areas, or heavy stop-and-go driving, or short runs in cold weather. Change of the oil filter every 5000 miles, however, is recommended. This could be difficult, since there is not too much space around the filter unit.

Overdrive on the Dodge operates as any other overdrive, by providing a fourth, or "cruising gear," above 25 mph.

The Gyro-Matic Drive transmission operates basically in the same manner as the Gyro-Torque drive described previously. The main difference is the fact that fluid drive element is provided in the Gyro-Matic set-up instead of a torque converter.

Handling Characteristics Rated Good

Over-all handling characteristics of the Dodge V-8 are better-than-average. On our trip to Mexico we put the Coronet sedan (Continued on page fifty-eight)

DODGE V-8 CORONET TEST TABLE

PERFORMANCE CLAYTON CHASSIS DYNAMOMETER TEST

RPM	MPH	ROAD HP
1500	17.5-18	38-39
2000	44	71.1
3200	72 (maximum)	80

Per cent of advertised hp delivered to driving wheels—57.1

ACCELERATION IN SECONDS

(Checked with fifth wheel and electric speedometer)	
Standing start $\frac{1}{4}$ mile	19.3
0-30 mph (0-32, car speedometer reading)	5.02
0-60 mph (0-66, car speedometer reading)	16.1
10-60 mph in fourth gear (downshifted to third)	15.4
30-50 mph in fourth gear (no downshift)	6.4
40-60 mph in fourth gear	10.4
50-70 mph in fourth gear	12.3
60-80 mph in fourth gear	18.2

TOP SPEED (MPH)

(Clocked speeds over surveyed $\frac{1}{4}$ mile)	
Fastest one-way run	101.5
Average of four runs	100.7

FUEL CONSUMPTION IN MILES PER GALLON (Checked with fuel flowmeter, fifth wheel, and electric speedometer)

Steady 30 mph	21.1
Steady 45 mph	20.0
Steady 60 mph	17.2

BRAKE STOPPING DISTANCE

(Checked with electrically actuated detonator)	
Stopping distance at:	
30 mph	48 ft. 8 in.
45 mph	109 ft. 0 in.
60 mph	187 ft. 8 in.

GENERAL SPECIFICATIONS

ENGINE

Type	Overhead valve V-8
Bore and stroke	$3\frac{1}{16} \times 3\frac{1}{4}$
Stroke/bore ratio	96:1
Compression ratio	7.1:1
Displacement	241.3 cu. in.
Advertised bhp	140 @ 4400 rpm
Piston travel @ max. bhp	2383 ft. per min.
Bhp per cu. in.	.58
Maximum torque	220 lbs.-ft. @ 2000 rpm

DRIVE SYSTEM

Transmission: Gyro-Torque	
Ratios: Reverse 3.69	
Lo: 1st—3.28	Dr: 3rd—1.61
2nd—2.04	4th—1.00
Rear axle: Semi-Floating Hypoid Drive	
Ratio: 3.54:1	

DIMENSIONS

Wheelbase	119 in.
Tread	Front—55 $\frac{1}{16}$ in., Rear—58 $\frac{1}{16}$ in.
Wheelbase/tread ratio	2:1
Overall width	73 $\frac{1}{2}$ in.
Overall length	201 $\frac{1}{2}$ in.
Overall height	62 in.
Turning radius	41 ft. 4 in.
Weight (test car)	3720 lbs.
Weight/bhp ratio	26.5:1
Weight/road hp ratio	46.5:1
Weight distribution (front to rear)	57%, 43%

INTERIOR SAFETY CHECK CHART

QUESTION	YES	NO
1. Blind spot at left windshield post of a minimum?	X	
2. Vision to right rear satisfactory?	X	
3. Positive lock to prevent doors from being opened from inside?	X	
4. Does adjustable front seat lock securely in place?	X	
5. Minimum of projections on dashboard face?	X	
6. Are cigarette lighter and ash tray both located conveniently for driver?	X	
7. Is rear vision mirror positioned so as not to cause blind spot for driver?	X	
TOTAL FOR DODGE V-8 CORONET	86%	

OPERATING COST PER MILE ANALYSIS

(Does not include depreciation)	
1. Cost of gasoline—regular	\$128.75
2. Cost of insurance	148.40
3. Maintenance:	
a. Wheel alignment	5.25
b. Brake reline	21.34
c. Major tune-ups (two)	24.50
d. Automatic transmission, change lubricant	9.60
First year cost of operation per mile	3.46

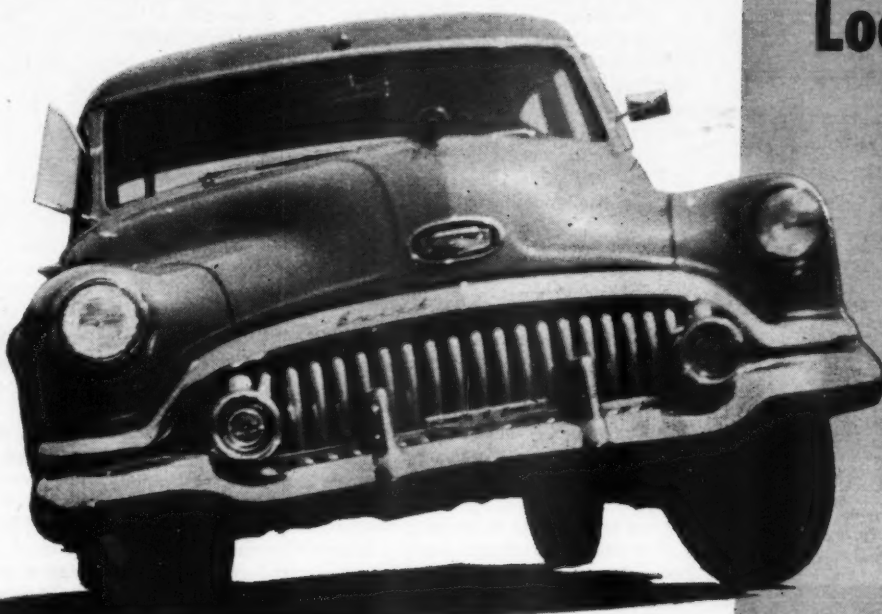
MAINTENANCE AND REPAIR COST ANALYSIS

Part	Cost	Labor
1. Distributor	\$ 9.36	\$ 5.95
2. Battery	31.50	1.05
3. Fuel pump	10.00	2.45
4. Fan belt	1.91	1.05
5. Valve grind	4.71	26.95
6. One front fender	30.44	12.60
7. One tire	25.68	
8. One bumper	36.29	5.25
TOTALS	\$149.89	\$55.30

Looking Back at the '52 Road Tests

Here is a summary
analysis, together
with trends and
predictions for
America's cars of
the future

By Walt Woron



Along with most U.S. cars, Buick has characteristic body lean when taking fast corners

ARE TODAY'S CARS improving? Do they look better . . . ride softer . . . drive easier . . . go faster? What's the trend of cars today; what improvements can we expect tomorrow?

In looking back at our road tests of '52 cars, it's quickly apparent what the general trend is: engines are more powerful; interiors are somewhat more luxurious and safer in design; rides are softer; body design continues to favor boxy (but rounded-off) shapes; and driving is easier, but handling is not improving greatly. This, of course, is only a cursory examination; it takes a much closer look to determine the relative importance of the many factors that make up today's cars.

Engine Trends

The trend toward larger bores, shorter strokes, and overhead valves predominates throughout the industry. A year or two more should, in all probability, see most cars equipped with new engines in keeping with this trend. This year has seen the introduction of four engines that qualify in this category: DeSoto V-8, overhead valve Ford Six, Lincoln V-8, Willys F-head. All four of these makes are claimed by the manufacturers to operate satisfactorily on regular gasoline, a definite advantage to their owners in fuel cost. Field experience, however, indicates that this may hold true only on the East Coast, where regular gasolines are relatively high in octanes.

The DeSoto FireDome, a scaled-down version of the Chrysler FirePower, leads all standard makes in power developed per cubic inch of displacement, and ren-

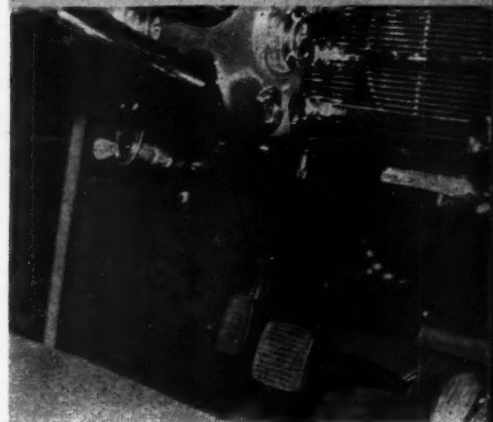
ders with ease 160 horsepower from a mere 276 cubic inches. Readers of MOTOR TREND are already familiar with the virtues of this powerplant. Suffice it to say that it is agreed among engineers that a hemispherical combustion chamber and laterally opposed valves make for the most efficient combustion chamber design.

The Ford Six is a new engine in every sense with a design that shows the influence of many progressive modern theories. It is of the big-bore, short-stroke design, with over-all displacement somewhat smaller than its predecessor, but at the same time, one that gives better performance. It's a rugged engine: has a nodular iron crankshaft, contributing to the rigidity of the crankcase support; has a four-main-bearing, sturdily built lower end (easily convertible to seven mains any time that higher engine output requires it); has short, strong H-section rods; has heavy duty aluminum pistons as well as many other fine features.

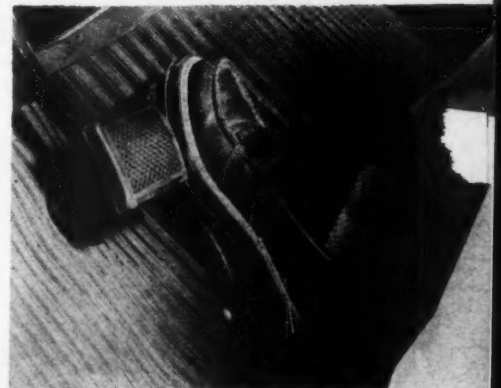
MT Research feels that Lincoln, along with DeSoto, has taken a step in the right direction with their new V-8—more efficiency from a smaller engine. Not only was the cubic inch displacement reduced in '52, but the block was made shorter and weighs 80 pounds less. In addition, the piston speed was reduced by 20 per cent (at the same engine rpm) over the '51 engine design.

The new Willys F-head engine is similar in layout to the modern Rolls-Royce engine, using intake valves in the head, exhaust valves in the block. This allows the use of oversize valves and ports (giv-

(Continued on next page)



The pendulum-type brake, used by Buick, is easy to apply under emergency situations



Packard Easamatic brake pedal, suspended from above, is positioned for minimum of foot movement from throttle to brake

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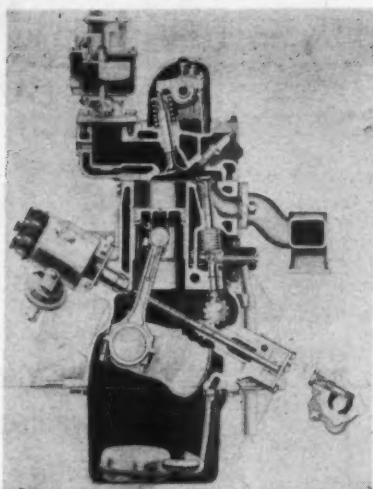
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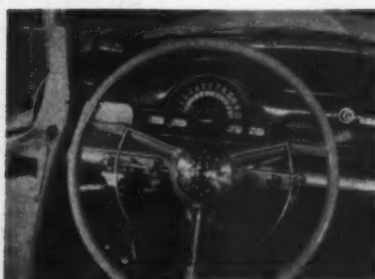
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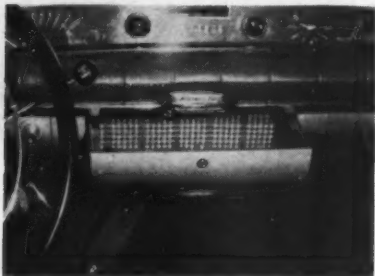
Trend



Willys engine obtains good performance by using F head layout. Improved porting, larger valves, better flame travel result



Reduced eye strain and fatigue result from the use of a well grouped instrument panel using good contrast and large block letters



Definite advantage in the center mounted glove compartment is its availability to driver. Drawer-type will not spill contents



Armrests of generous width offer improved support and comfort to rear passengers. Grips on rear of front seat aid in entry

Thirty-two

(Continued from preceding page)
ing good breathing) and a spark plug position close to the center of the combustion chamber, providing an even flame travel. As a result of the design features, along with its small displacement and 7.6:1 compression ratio, the Willys engine gives excellent fuel economy on regular gasoline and has smooth, high performance.

General increases in engine output this year have been largely the result of improved engine breathing, giving as much as 30 additional horsepower. The improvements have been brought about by greater valve lift, new manifolding, larger valves, and different carburetion (particularly true with the introduction of the Quadri-Jet, a four-barrel carburetor used on Buick, Cadillac, and Oldsmobile. Improved engine power and performance have generally been accomplished without increase in octane requirement and without affecting fuel economy. In some cases, however, fuel economy has suffered, while in others optional gear ratios has aided economy.

Transmissions—Swing to Automatic

The conventional, three-speed transmission is fast becoming a thing of the past. All cars are now offering either an auxiliary item (overdrive) or some form of automatic transmission. Overdrive has been used successfully for years for improved economy. A generally overlooked advantage is the increased acceleration (in lower speed ranges particularly).

Hydra-Matic, the oldest of present-day automatic transmissions, has been improved this year with an additional selector position, allowing the driver a manual control over third and fourth gears. Undoubtedly the best compromise between the stick shift and torque converter, the Dual Range H-M gives greater flexibility in traffic and mountain driving. Unwanted upshifts or downshifts can be avoided, with more engine braking, safer driving, and better fuel economy results from satisfactory combinations with lower axle ratios. Although Hydra-Matic is by far the most complicated mechanically of the automatics, it is considered tops, since it gives better all-around performance characteristics. It does, however, take a back seat to the torque converter in smoothness of operation because of the fact that shifts take place under full engine torque.

Chrysler Fluid Torque Drive

Chrysler, as yet, does not offer a fully automatic transmission. The old familiar clutch pedal is still there, coupled to a four-speed transmission having hydraulic controls. The clutch is used when first engaging any of the three driving positions, REVERSE, LOW, or DRIVE. Normal driving is all done in the DRIVE range, starting in third gear and shifting into fourth when desired by releasing the accelerator. The time lag in accomplishing this is comparable to manual shift, if not greater.

Proponents of this type of semi-automatic transmission claim the following advantage for it; the shift is always under *your* control; upshift is smoother than most automatics (because it is not taking place under full torque); the clutch allows you to ease into a tight parking space. Its greatest disadvantage, as we see it, is that it is not fully automatic, while secondary disadvantages are: shifting procedure makes it difficult to rock the car in sand or snow, and shifting is slow.

Torque Converters

A torque converter transmission, such as used on Buick and Chevrolet, multiplies the engine's torque by adding to it the kinetic energy of fast-moving streams of oil. Only two gears are provided: LOW and DRIVE. Such a transmission provides smooth acceleration, but permits considerably more slippage at low vehicle speeds than the more widely used fluid coupling. This results in lower efficiency and greater fuel consumption during the period of acceleration. Other disadvantages are: no passing gear for traffic or mountains (LOW is generally *too* low), insufficient engine braking.

Automatic vs. Conventional

Automatic transmissions offer a great deal of driving convenience, especially in traffic, but they have their drawbacks: cost, more fuel consumption, increased cost of repairs. Despite these disadvantages, manufacturers will continue to swing toward automatics; apparently the majority of the public prefer them. With the intensive research and development work now being directed towards automatic transmissions, it is probable that future models will result in both improved fuel economy and high performance.

Sometime in the future, an ideal automatic transmission will be offered. According to engineering consensus, it will meet these requirements: no clutch pedal, no hand shifting, automatic provision of the ideal ratio for every driving requirement, and provision of required acceleration by taking full advantage of the engine's power characteristics.

Interiors are Plushier, Safer

Most cars coming out of Detroit today have more than ample headroom and legroom. Seats, as a rule, are fairly comfortable, with many cars now featuring the chair-height type. These not only provide more restful support, but also allow more gracefulness for a woman entering or leaving a car.

Nash should be commended for their exceptionally comfortable front seat, which splits in the middle; each side can be positioned in any one of five angles, allowing the passenger to rest on a long trip. Nash Ambassador seats also quickly convert into a bed.

(Continued on page forty-two)

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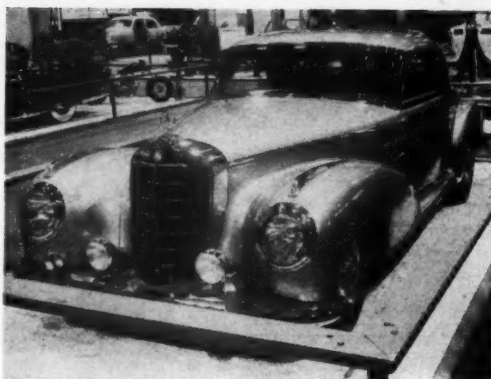
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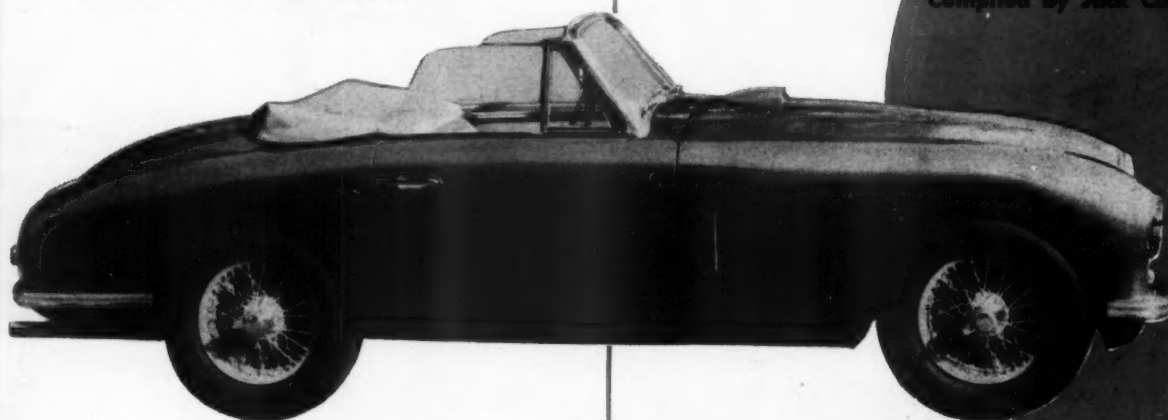


MERCEDES-BENZ COUPE 300S

TO GIVE the readers of MOTOR TREND a more comprehensive view of the foreign car picture, we have assembled a group of imported automobiles that are readily accessible in most of the major cities throughout the United States. In most cases we avoided any car that would have to be put on special order. The cars shown on the following pages are the newest types available, many of which are being built for the export trade exclusively. Specifications of all the cars shown are to be found on page 40.

showcase of 1953 foreign cars

Compiled by Jack Campbell



ASTON-MARTIN DB 2

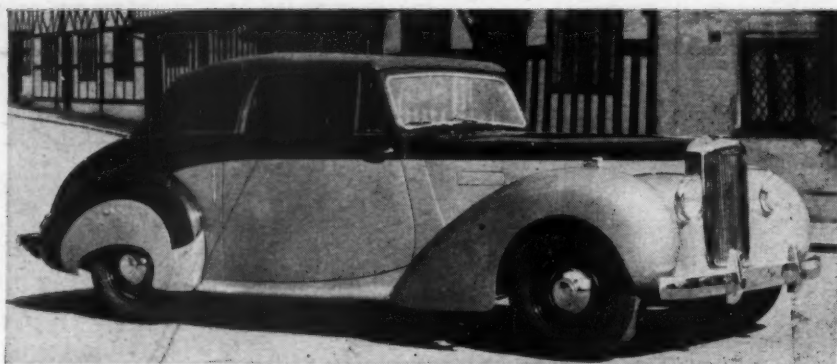
CONTINUED



HILLMAN MINX SEDAN



VOLKSWAGEN



ALVIS SALOON



TRIUMPH MAYFLOWER SALOON

ALLARD
PALM BEACH





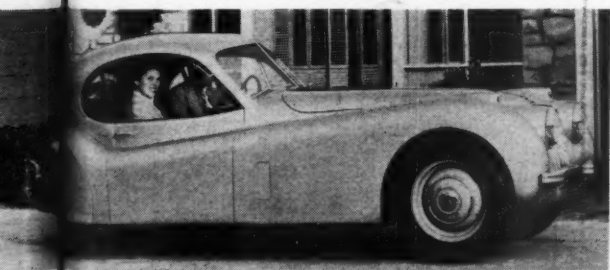
SINGER ROADSTER



FORD ZEPHYR



SIMCA ARONDE COUPE



JAGUAR XK-120 COUPE

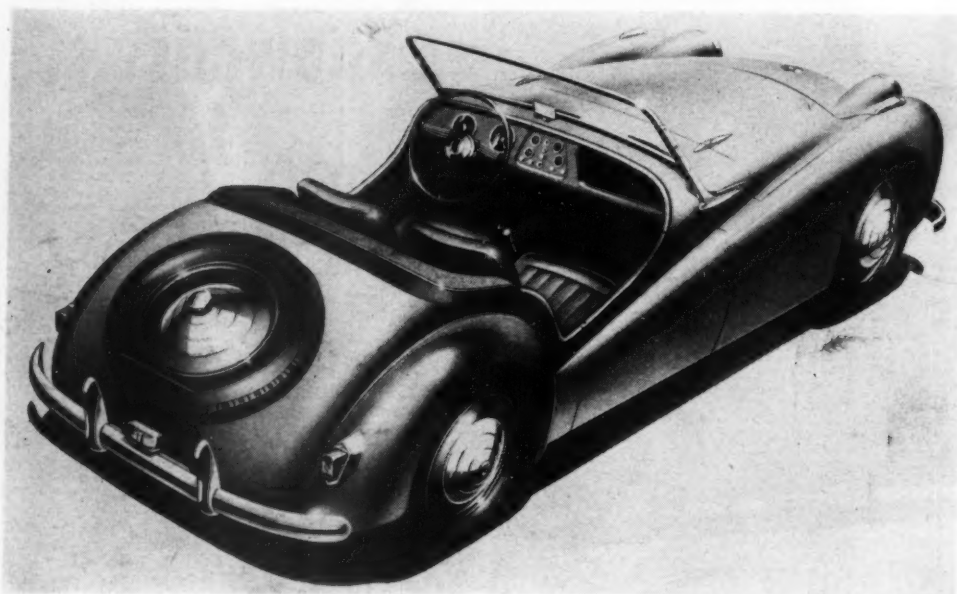
showcase of 1953 foreign cars

EUROPEAN automobiles, with a few notable exceptions, are designed to give maximum fuel economy for their engine size. This, along with their generally excellent handling characteristics, has made them increasingly popular on this side of the Atlantic in the last few years. Though sales figures by dealers and distributors are not immediately available, anyone who drives on the highways of America will acknowledge that a great influx of the foreign *small* car is apparent. This is especially true around our coastal cities.

Thirty-five



ROVER



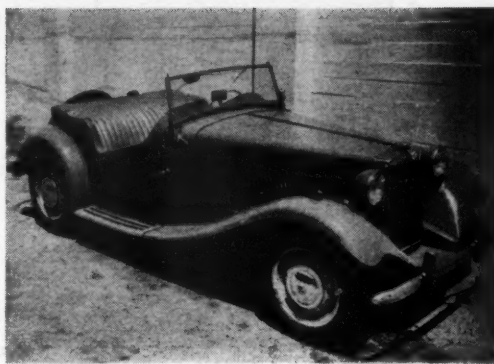
TRIUMPH SPORTS CAR

ROLLS-ROYCE
SILVER DAWN





SUNBEAM-TALBOT



MG-TD

showcase of 1953 foreign cars



JAGUAR MARK VII

CONTINUED



BENTLEY CONTINENTAL

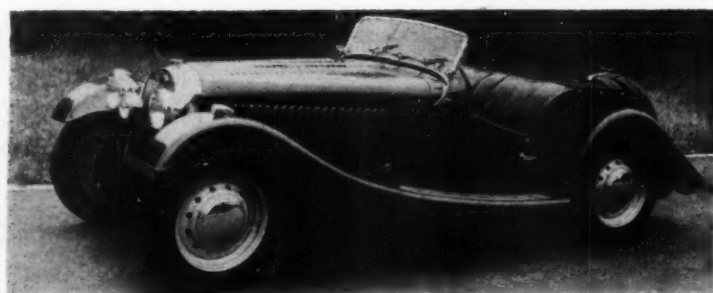
DESIGNWISE, the cars of Europe tend to follow a more functional line than do their American counterparts. Very little time is wasted on elements that do not serve a real purpose. Thus, for the most part, the automobiles are devoid of unnecessary chrome. The interiors are usually of hard wearing leather and are minus much of the plushness of the American automobile. These cars are small by our standards, but what they lack in size, they make up in utility.



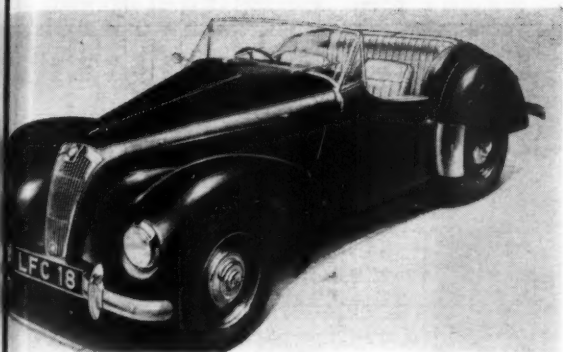
JOWETT JUPITER



AUSTIN A40 SOMERSET CONVERTIBLE



MORGAN PLUS FOUR

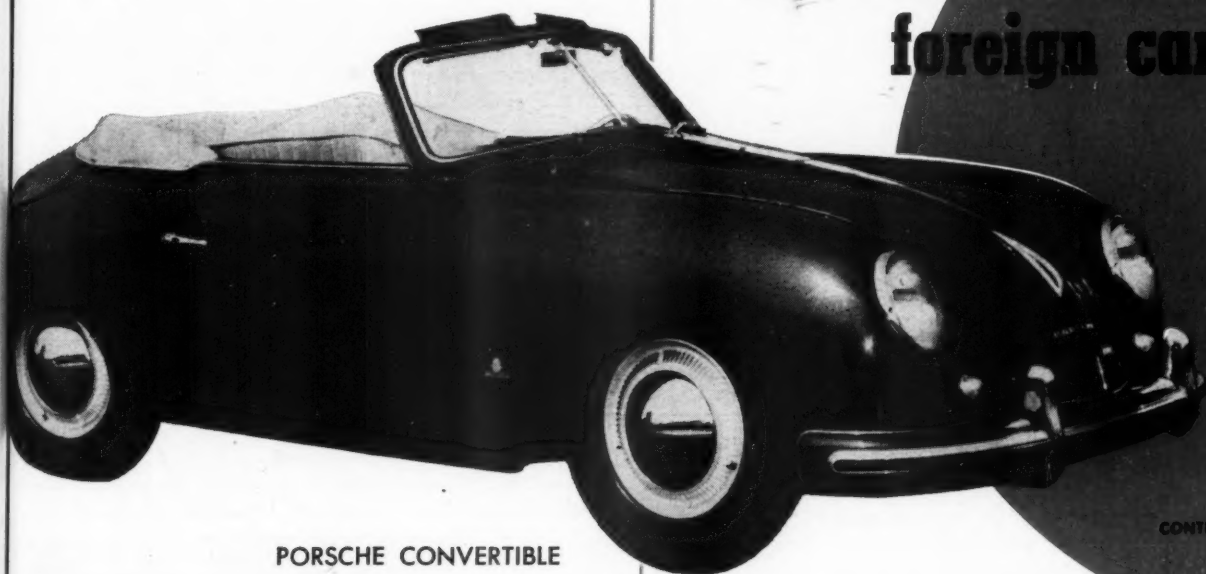


LEA-FRANCIS



MORRIS MINOR

showcase of 1953 foreign cars



PORSCHE CONVERTIBLE

CONTINUED



HUMBER HAWK

ECONOMY-MINDED Americans will find the European automobiles ideal. Their small but highly efficient engines produce adequate power with low fuel consumption. Though servicing and maintenance costs are sometimes high and are inconsistent, the increase in the number of authorized dealerships and servicing shops throughout the United States will undoubtedly improve this situation by the very nature of competition. Initial cost is sometimes high, but is balanced by good mileage and dependability.

1953 Foreign Car Specifications

	MAKE	MODEL	SEATING CAPACITY*	ENGINE					THRAE.	REAR AXLE RATIO	SUSPENSION		WHEEL-BASE	TREAD		PRICE IN U.S.A.		
				CYLS.	VALVE ARRGT.	BORE	STROKE	DISP. CU. IN.			BHP @ RPM	FRONT		REAR	FRONT		REAR	
1	Allard	Palm Beach 21C.....	2-3	4	OH	3.125	3.000	92.05	476@4400	3	4.37, 7.16, 12.43	IC	C	96	51	50	1625	2550
2	Allard	Palm Beach 21Z.....	2-3	6	OH	3.125	3.000	138.1	646@4000	3	4.37, 7.16, 12.43	IC	C	96	51	50	1700	2995
3	Allard	2JX Std. 2-Str. Sports.....	2	8	SV	3.189	3.750	242.3	1406@4000	3	3.27, 5.8, 10.02	IC	C	100	56	52	2050	4750
4	Alvis	3-Liter Saloon.....	4-5	6	OH	3.307	3.543	182.7	926@4000	4	4.09, 5.44, 7.89, 12.18	IC	SE	111½	54½	54½	2850	4395
5	Alvis	3-Liter Coupe.....	4-5	6	OH	3.307	3.543	182.7	936@4000	4	4.09, 5.44, 7.89, 12.15	IC	SE	111½	54½	54½	2825	4395
6	Aston-Martin	DB3 Coupe with "Vantage" Engine.....	2-3	6	OHC	3.071	3.543	157.5	1236@5000	4	3.77, 5.01, 7.46, 11.0	IC	C	99	54	54	2175	5850
7	Aston-Martin	Convertible Coupe.....	2-3	6	OHC	3.071	3.543	157.5	1236@5000	4	3.77, 5.01, 7.46, 11.0	IC	C	99	54	54	2175	6150
8	Austin	A30 Seven Saloon.....	4	4	OH	2.283	2.992	48.83	306@4300	4	5.14, 8.64, 13.32, 21.03	IC	SE	79½	45½	44½	1325	N.A.
9	Austin	A40 Somerset Saloon.....	4-5	4	OH	2.578	3.504	73.25	426@4400	4	5.28, 8.13, 12.88, 20.54	IC	SE	92½	48½	50	1913	1795
10	Austin	A40 Somerset Conv. Coupe.....	4-5	4	OH	2.578	3.504	73.25	426@4400	4	5.28, 8.13, 12.88, 20.54	IC	SE	92½	48½	50	2025	1945
11	Austin	A40 Sports.....	4-5	4	OH	2.578	3.504	73.25	506@4800	4	5.28, 8.13, 12.88, 20.54	IC	SE	92½	48½	50	1850	2295
12	Bentley	Continental Saloon.....	4	6	OHCIS Ex	3.622	4.488	278.7	N.A.	4	3.077, 3.74, 4.75, 8.23	IC	SE	120	56½	53½	3225	17,280
13	Ford	Anglia Saloon.....	4-5	4	SV	2.224	3.642	56.95	334@4000	3	5.5, 10.76, 18.72	TR	TR	90	45	45	1525	1259
14	Ford	Prefect Saloon.....	4-5	4	SV	2.500	3.642	71.54	330@4000	3	5.5, 9.71, 16.89	TR	TR	94	45	45	1675	1450
15	Ford	Consul Saloon.....	4-5	4	OH	3.125	2.992	92.05	476@4400	3	4.556, 7.48, 12.939	IC	SE	100	50	49	2100	1738
16	Ford	Consul Convertible.....	4-5	4	OH	3.125	2.992	92.05	476@4400	3	4.556, 7.48, 12.939	IC	SE	100	50	49	2100	N.A.
17	Ford	Zephyr 6 Saloon.....	4-5	6	OH	3.125	2.992	138.1	686@4000	3	4.444, 7.297, 12.62	IC	SE	104	50	49	2275	1925
18	Hillman	Minx Mk. V Saloon.....	4-5	4	SV	2.559	3.740	77.21	37.56@4200	4	5.32, 7.78, 12.89, 15.60	IC	SE	93	48½	48½	1775	1645
19	Hillman	Convertible Coupe.....	4-5	4	SV	2.559	3.740	77.21	37.56@4200	4	5.32, 7.78, 12.89, 15.60	IC	SE	93	48½	48½	1800	1890
20	Humber	Hawk Mk. V.....	4-5	4	SV	3.189	4.331	138.4	836@4400	4	4.45, 6.78, 11.34, 14.50	IC	SE	105½	56	57	2575	2995
21	Jaguar	Mk. VII Saloon.....	4-5	6	OHC	3.268	4.173	210.1	1606@5000	4	4.3, 8.87, 8.82, 14.5	IT	SE	120	56	57½	3400	4170
22	Jaguar	XK120 2-Str.....	2	6	OHC	3.268	4.173	210.1	1606@4000	4	3.64, 4.98, 7.22, 12.29	IT	SE	102	51	50	2550	4085
23	Jaguar	XK120 Fixed-head Coupe.....	2	6	OHC	3.268	4.173	210.1	1606@4400	4	3.64, 4.98, 7.22, 12.29	IT	SE	102	51	50	2550	4065
24	Jowett	Javelin.....	4-5	4	OH	2.854	3.543	90.70	52.56@4500	4	4.875, 6.7, 10.6, 17.4	IT	T	102	52	50	2150	2895
25	Jowett	Mk. I Jupiter Convertible.....	2	4	OH	2.854	3.543	90.70	52.56@4500	4	4.56, 6.3, 9.9, 16.3	IT	T	93½	52	50½	1700	3295
26	Les-Francis	2½-Liter Open Sports.....	4	4	OH	3.346	4.331	152.4	1006@4000	4	3.64, 5.16, 7.77, 12.89	IT	SE	111	53½	52½	2300	3985
27	MG	T.D. Midget.....	2	4	OH	2.618	3.543	76.30	54.4@5200	4	5.125, 7.098, 10.609, 17.938	IC	SE	94	47½	50	1850	2157
28	Morgan	Plus 4 Open 2-Str.....	2	4	OH	3.346	3.622	127.4	686@4000	4	4.1, 5.6, 8.12, 13.8	IC	SE	96	47	47	1550	2535
29	Morgan	2-Str. Drop-head.....	2	4	OH	3.346	3.622	127.4	686@4000	4	4.1, 5.6, 8.12, 13.8	IC	SE	96	47	47	1650	2585
30	Morris	Minor 2-Dr. Saloon.....	4	4	SV	2.244	3.543	56.07	27.56@4400	4	4.55, 7.015, 10.477, 17.994	IT	SE	86	50½	50½	1500	1425
31	Morris	Minor Convertible.....	4	4	SV	2.244	3.543	56.07	27.56@4400	4	4.55, 7.015, 10.477, 17.994	IT	SE	86	50½	50½	1500	1465
32	Morris	Oxford Saloon.....	4-5	4	SV	2.894	3.425	90.12	416@4000	4	4.875, 7.342, 10.983, 18.559	IT	SE	97	53½	53	2150	1893
33	Relis-Royce	Silver Dawn.....	4-5	6	OHCIS Ex	3.622	4.488	278.7	N.A.	4	3.8, 5.0, 7.5, 11.1	IC	SE	127	58	60	4200	10,500
34	Rover	75 Saloon.....	4-5	6	OHCIS Ex	2.567	4.134	128.36	756@4200	4	4.3, 5.92, 8.77, 14.49	IC	SE	111	52	51½	2850	2885
35	Singer	S.M. Roadster.....	4	4	OHC	2.874	3.520	91.38	496@4200	4	4.875, 6.12, 9.45, 14.53	IC	SE	91	46½	46½	1625	1995
36	Sunbeam-Talbot	Convertible Coupe.....	2-3	4	OH	3.189	4.331	138.4	706@4000	4	3.90, 5.811, 9.633, 12.43	IC	SE	97½	47½	50½	2350	2911
37	Sunbeam-Talbot	Sedan.....	4-5	4	OH	3.189	4.331	138.4	706@4000	4	3.90, 5.811, 9.633, 12.43	IC	SE	97½	47½	50½	2550	2655
38	Triumph	Mayflower Saloon.....	4-5	4	SV	2.450	3.937	76.12	386@4200	3	5.125, 8.56, 18.14	IC	SE	84	46	49	1800	1895
39	Triumph	2-Str. Sports.....	2	4	OH	3.268	3.622	121.5	756@4500	4	3.89, 5.15, 7.81, 13.15	IC	SE	88	45½	45½	1400	N.A.
40	Volkswagen	Sedan.....	4-5	4	OH	2.940	2.510	69.01	256@3300	4	4.43	IT	IT	94.2	50.6	49.05	1555	1790

MEXICAN ROAD RACE RESULTS

Here is a road race
which tests the stamina
of drivers and equipment

By Walter A. Woron

A CONTEST of not only speed, but endurance as well, the Pan American Road Race tests the stamina of drivers, co-drivers and crews. As we go to press, we'll give you our thoughts of this third annual event. Next month we'll give you a complete, searching analysis.

On Mercedes: The only thing that kept these fantastic cars from having a clean sweep was that John Fitch (in the roadster) was disqualified for returning to the starting line in Parral, going to a garage where it is claimed that someone other than he and his co-driver worked on the car. This is in violation of the rules. Strategy of the Mercedes team was to wear out the Ferraris—to keep after them, pushing them to the limit in the hopes they would either drop out because of mechanical difficulties, or by drivers tiring.

On the Lincolns: Although the '53 Lincolns were "stock," they were not "strictly stock." Equipped with Ford truck camshafts, mechanical valve lifters, special front wheel spindles and hubs, and a choice of two optional rear ends, these cars have much higher speeds and better handling than the normal stock car. All this is part of a special kit, available for your '53 Lincoln. Rear axles were terrifically high, allowing engine speeds of 5000 rpm, road speeds of 130 mph. Different shocks were used, two Houdailles at each front wheel, and in place of regular tubular shocks inside the coil springs,



Karl Kling, a German engineer, and Hans Klenk, co-driver, won in Mercedes-Benz

Air Lifts (see Jan. '52 MT) were used. Air Lifts were also used at rear wheels, mounted there in conjunction with over-size tubular shocks. Ventilating fans (taken from heat and vent system) were mounted in the trunk compartment, with ducts to rear brakes for cooling. Pan-shaped ducts were also rigged for the front brakes. Only two sets of shoes (out of 12 possible) were replaced during the entire race—a remarkable record.

On Over-All Times: A note of amazement—the first 17 stock cars finished after the first six sports cars, but in front of the last four sports cars.

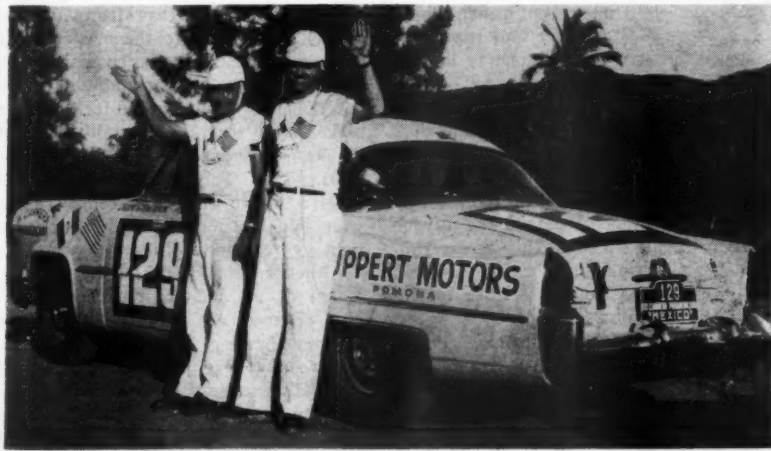
On Speed: Virtual stock cars (top three Lincolns) kept changing positions throughout the entire race, not ever more than minutes apart, finished with average speeds of only 12 mph slower than the winning Mercedes.

On Preparedness: Dr. Neubauer, Mercedes Racing Team Director, credits the winning of any race to 80 per cent preparation, 20 per cent driving. Along with the two Mercedes coupes, two roadsters brought from Germany (only three raced, finished) came enough equipment (27 tons) to completely rebuild all four cars!

On Clay Smith: Chief mechanic of entire "factory-sponsored" group of three Lincolns that swept first three places, Clay rode with winning driver. Accolades to Clay, who adds this victory to Indianapolis (Ruttman car), and Mobilgas Economy Run (Stroppe in winning car).

On Chuck Stevenson: Winner of Stock Category in his '53 Lincoln, Chuck has added another laurel to his credit. As everyone now knows, Stevenson is AAA National Champ for '52.

(Continued on page sixty-one)



Chuck Stevenson, driver, and Clay Smith, chief mechanic for Lincolns, won stock class

HIT OF THE 1952 MOTORAMA SHOW

The Bustle



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BUSTLE — CONTINENTAL

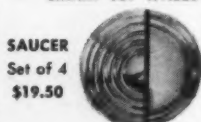
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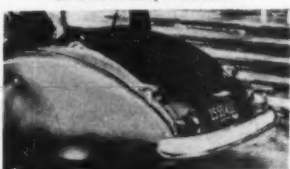


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'52 Road Test Review

(Continued from page thirty-two)

A large rear seat armrest, such as used in Hudsons, Chryslers, and Packards, adds to passenger comfort, as an armrest and as a side support during mountain driving. Another interior appointment deserving mention is the metal handgrip on the rear of some of the Chrysler products' front seats. This aids easy exit from, and entrance to, the rear seat.

Crash padding on the dash panel is a very effective means of preventing bruised faces, but only if designed properly. If the padding is too soft it is not much more effective than the metal underneath it. A panel similar to the one on the Kaiser, with the instrument controls well below the crash pad, is good, since the leather covering reduces glare and knobs are where they will not cause facial injuries.

Another facet of instrument panel safety is legible instrumentation. The Oldsmobile, Lincoln, and Cadillac are good examples of this: there is good contrast between the speedometer numbers and needles, the figures are block style, and the instruments are closely grouped directly in front of the driver.

Although something can be said for keeping the number of instruments that the driver has to be concerned with to a minimum, in the case of the Packard, Henry J, and Hudson, we feel it has been over-simplified. The only gauges on these panels are fuel capacity and water temperature units, with warning lights being used for oil pressure and battery charge indication.

Black light for instrument lighting reduces eye strain. If black lighting is not used, we feel that panels should be equipped with rheostat dimmers.

Another feature that MOTOR TREND Research highly recommends, because of its convenience, is the drawer-type glove compartment, which eliminates spilling of contents. On the Nash Ambassador such a drawer is located in the center of the dash below the instrument panel, where it is accessible to driver and passenger, whereas on the Packard one is located on the passenger's side.

Dual map lights and separate ashtrays for driver and passenger, and individual ventilator controls, as on the Buick Roadmaster, are desirable for convenience. The Hudson Hornet, with its recessed doors, allows added room for the driver's and passenger's body. This recess provides a location for the window and door handle, as well as a ledge for individual ashtrays.

Vision on nearly all cars during 1952 has been improved; still, more can be done about it. One thing that improves judgment in traffic driving is a sloping hood to make the right front fender visible, as in the case of the Lincoln, Packard, Nash, and Willys. More con-

cern should also be given to blind spots created by windshield posts, the rear view mirror, and the rear quarter panel.

Although a one-piece windshield improves visibility only to a minor degree, body stylists seem to think it necessary. Some disadvantages are: the replacement cost is generally higher, particularly in the event that one side alone is damaged; stresses on a single-piece glass are also greater.

There are three items that MOTOR TREND Research would like to see become standard (not optional accessories) for the sake of safety. These are: a rear view mirror that is wide enough to take in the entire rear window and is adjustable so as to eliminate the blind spot to the right front, a side view mirror, and turn indicators.

Parking Brake or Emergency Brake?

Of all the various types of parking brake systems, there is only one, in the estimation of MT Research, that qualifies as an *emergency* brake. Although manufacturers continue to label them "parking brakes," such brakes should be capable of coping with emergency situations. It has been our recommendation that such a brake be located for equal convenience to driver and passenger. After considerable study, however, we feel that this is not important; what is important is that you should be able to apply it when momentum is carrying you forward (not so in the case of cane, or handle types), and it should be able to stop the car in a reasonably short distance. One brake that can be applied while you are moving forward is the foot lever brake on Buick.

Pendulum-type brake and clutch pedals, as used on Ford products and Packard, are a decided improvement. The pedal is hung from above instead of coming through the floorboard. The foot slides easily from the accelerator to the brake pedal and toe pressure is easy to apply. Other advantages are that there are no holes in the floorboard (eliminating one cause of draft), and that it provides improved accessibility to the master brake cylinder (from the engine compartment).

Manufacturers such as Ford and Studebaker should be commended for the wider brake pedal that they install whenever the car is equipped with an automatic transmission. This type of pedal provides a simple and rapid control, using your left foot on the brake and your right foot on the throttle.

Although tests conducted by MT Research do not indicate that brake stopping distances are improved by the use of power braking, Packard's "Easamatic" power brakes actually do make brake applications almost as effortless as pressing the accelerator. Positioning of the brake pedal at approximately the same distance from the floor as the accelerator

(Continued on page forty-four)

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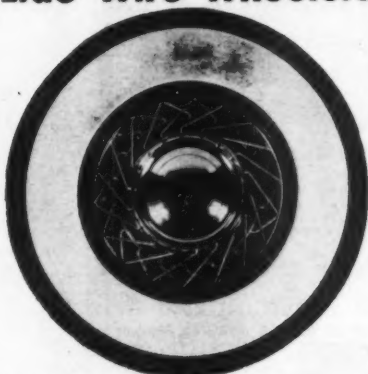
WHICH CAR WILL WIN FOR '52?

Which of the 1952 American production cars will win MOTOR TREND'S annual Engineering Achievement Award? The results of exhaustive, thorough road tests are being compared. Unbiased facts and figures—why and how the winner is selected—how your own car rates in the overall survey—presented in vivid detail in the next issue of MOTOR TREND.



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Forty-four

(Continued from page forty-two)

makes shifting of your entire leg from accelerator to brake unnecessary; all that is required is a pivoting motion. Power brakes are especially good for heavy traffic or mountain driving when abnormally heavy use of brakes would cause undue fatigue.

While not new, the mechanical reserve brake system (which takes over through mechanical linkage in the event of hydraulic system failure) on Hudson cars deserves praise and should be incorporated on all cars as a safety measure.

Chassis Changes

Only minor changes in chassis design were apparent last year; most manufacturers appear to be content with improvements shown by horsepower increases. The addition of/or revisions to the stabilizing bars as well as changes in shock absorber location is generally the extent of changes involved.

Nash and Willys have both incorporated a front suspension system somewhat like that of the small English Ford. Coil springs are mounted above A-frames and take loads directly. With this system spring rates can be lower, improving ride qualities. The new ball joint suspension introduced on Lincoln last year reduces steering effort and unsprung weight, with improved handling and roadability being the result.

Handling Characteristics

Handling—the response of a car to steering wheel commands—is influenced by many factors: suspension, spring rate, weight distribution, center of gravity, ratio of sprung to unsprung weight. To what extent each of these factors affects the car determines its overall handling and roadability.

With today's cars the heeling-over-on-turns characteristic is still there, a condition which most manufacturers contend is impossible to eliminate entirely, without sacrificing the desirable soft ride feature.

Heaviness in the front end (common to all U.S. manufactured cars) affects handling and steering. This condition is due to the unequal weight distribution brought on by the current trend of moving the engine farther forward to gain optimum passenger space. One solution, where the passenger space would remain unaffected, would be the use of lighter alloys, such as aluminum and magnesium, for engine blocks, heads, housings, etc.

To cope with the problem of greater weight concentration on the front wheels, steering ratios have been increased to a point where a car cannot be steered fast enough when required in an emergency. Correcting for a skid, avoiding obstructions in the road, or taking a 90-degree corner at moderate speed will find you with your hands full. The average car today has a steering ratio of between 25

and 30 to 1, which means that to deflect the front wheels one degree from normal, the steering wheel must be turned through an arc of from 25 to 30 degrees.

The MT Research staff, during the past year, has driven all cars equipped with power steering. It is our conclusion that both Chrysler and General Motors systems have their good points, but a comparison of the two shows a marked difference in results.

The best feature of the Chrysler power system is a reduction in steering ratio to about 16 to 1. This means that there are only 3½ turns lock-to-lock, and that faster response is provided with less steering movement. Little, if any, effort is needed to operate this system, which, we feel, is its one drawback. The resistance transmitted to the steering wheel, due to forces acting on the wheels, is an indication to the experienced driver of the amount of control he has over the car.

Steering effort has been reduced in the General Motors unit; however, the wheel still has to be moved as far as before—Buick power steering is 26 to 1, conventional 29 to 1—Olds and Cad are the same as conventional. This system does have the advantage of retaining (although at a much reduced rate) a feel of the forces acting on the front wheels. The "feel" is maintained because the system operates with the engine running only when the driver applies four to nine pounds exertion to the wheel. This compares to a maximum of 50 pounds effort needed with manual steering.

Either of the discussed systems does an immense job of reducing driving fatigue, once you have accustomed yourself to it. Both require a period of familiarization, since the reduced effort will at first find you overcontrolling. With a power system, particularly the Chrysler type, you have to learn a new driving technique. You no longer steer a car through a corner by knowing how much force to apply to overcome the car's resistance to the turn—you merely guide the car through by placement of the wheel. This can be construed as a disadvantage, except that it is mostly a matter of becoming accustomed to the new driving approach.

Advantages you can pin down are: virtual elimination of the work involved in steering; extremely simple parking ability; a sharp reduction in wheel fight on rough roads or car tracks; easier handling, particularly during low-speed maneuvering.

In your own particular case, you have to balance the advantages against the disadvantages: the cost of the unit; the drawing of horsepower from the engine (for operation of the system); and the need for learning a new driving technique. In any event, we think power steering, with some modifications over present systems, is here to stay. —Walt Woron

Motor Trend

Distinctive Stylist

(Continued from page nineteen)

the chassis it is built on. In other words, one cannot use the same design for both a Ferrari and an economical six-seater chassis. As the design of a woman's dress must be chosen according to the form of the human body, so the design of the automobile body must be chosen for the individual chassis.

This theory is now becoming more difficult to carry out since the public now insists on placing three people in a bench-type seat, making it difficult to dress the car smartly. To Farina, the difference between the long hoods of the pre-war two-seaters and the three-seaters of today is like the difference between a greyhound and a bulldog. There *can be* beautiful bulldogs; but they can never look like greyhounds.

Along with these ideas of exterior beauty, Farina insists on comfort and functionalism. He designs the hoods low for increased ease of visibility. In addition, the fenders are high so as to be readily visible to the driver.

He also designs the bottom of the windshield much lower than has been customary in the past. To illustrate Farina's concentration on detail, he points out that this feature is not only for beauty, but for safety. For example, one can see the same panorama when looking through a small hole as he can when standing before a large window that is cut down to the floor. But when looking through the window, one can relax and enjoy the view. When this principle is applied to a low windshield, it means more safety for the driver. He does not necessarily see more, but he is relaxed. He can then react more freely to an emergency.

Farina had carried these theories in his head for years. In the post-war period, industry was converting to peace-time production and people were eagerly awaiting new cars and new models after years of seeing and driving the same old crates. In that atmosphere he could at last design a car completely to his liking. The Cisitalia embraced all the principles that Farina had believed in for so long.

It is a surprising thing to note how few people know that the Cisitalia, which created a new public taste and a new school in styling, was designed by Farina. Nor is it widely known that the Lancia Gran Turismo is his design. Pinin himself points out that only Nash has publicized his collaboration in producing a stock car body.

Every year brilliant cars are developed by Farina. The Bristol convertible which has been built along his designs since 1948 was one of the first Italian body designs to be used by a foreign manufacturer. Then there was the Bentley that was unveiled at the 1949 Paris show. And the beautiful two-seater coupes shown in

(Continued on next page)

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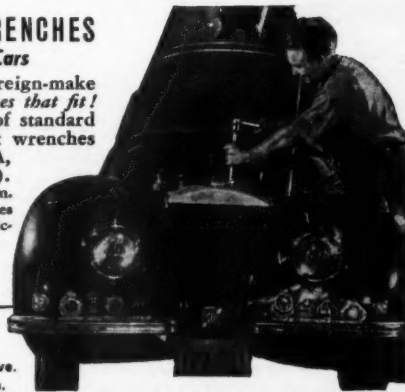
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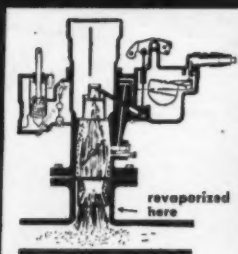
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Forty-six

(Continued from preceding page)

Paris in 1951 and in Geneva and Turin in 1952. The new Nash-Healey bodywork is both designed and constructed at the Farina plant. Finally, the latest creation is the "PF 200" Spyder which was shown at Turin in 1952 and stirred up a storm of discussion because of its almost total lack of ornaments. Even the paint was a very simple dark gray.

The phenomenal creative capacity of Pinin Farina is due partly to his ability as an organizer and partly to his ability to visualize a new idea exactly as it will appear in the finished product. His ideas come to him perhaps on a train, in an airplane, or even in the middle of the night, and he simply draws a summary design with a few detail drawings on the first piece of paper he can find. He does not have much faith in sketches or designs, so he uses them solely to transmit his ideas to his assistants.

His son, Sergio, and his son-in-law, Carli, as well as the staff of designers, are so familiar with his ideas that they can interpret these brief sketches and from them draw up complete plans. At this point Pinin enters the operation again and corrects the plans to conform to minute details of his idea.

Then an actual size model is made of wood, which will later act as a die on which the sheet metal is formed. Once again Pinin inspects the work and makes corrections. By the time this last series of alterations is complete, the car conforms to his original mental plan.

Part of Farina's success is explained by his techniques of construction. He is not only an artist, but a capable executive. Although he supervises the work at key stages of development, he still leaves himself free to mull over his ideas without the distraction of minor details. At the same time, by placing increasing responsibility on his son and son-in-law, he is training them to take over the business.

Farina is entirely a self-made man, and is naturally proud of his accomplishments; but he has remained modest, with few "star" attitudes, and lives very simply. Because of the press of his growing business, he has little time for entertainment. He almost never goes to the theater or the movies, but he does practice "Boccia," an Italian bowling game, enough to be considered a champion. This and an increasing interest in golf are his only physical compensation for his entire mental work.

He does his necessary entertaining at his club, saying, "They have a much better choice of foods there than they would have at my house; and I have a better chance to say 'let's go' at a certain hour."

He is able to spend very little time in his home in the outskirts of Turin, so he likes to keep it a place of rest and relaxation. His room is called the "monkey cell" by his family because of the very modest furniture which includes only a

bed and a small clothes press. Everything else is stored in boxes. In contrast to the bare electric wires on the walls, the room contains a very modern air-conditioner and innumerable other gadgets. Being of a mechanical turn of mind, Farina collects gadgets, and is delighted with them as long as they work; but when they break down he throws them away rather than repair them.

In spite of Farina's complete and passionate devotion to his work, he has been able to make a penetrating and objective examination of the American automotive industry. His first contact with Detroit came about when General Motors Vice President Count Rossi (Vanderbilt Cup winner) originated the idea of collaboration between Farina and General Motors. Those negotiations, however, were cut off abruptly by the war. Then, after the war,



Sergio, Pinin Farina's son, will take over reins of firm as head stylist and designer

Chrysler sent two chassis to Italy so that Italian bodies could be built on them. One car was designed by Farina and the other by Ghia.

Only a few months later Nash's Vice President George Romney traveled to Europe, contacted Farina, and within two days a contract had been signed. Farina explains his quick decision by saying that he feels at home in that active and determined atmosphere around the Nash leaders—Romney and President Mason—and that he likes the quality of the Nash products, their modern body, their low gasoline consumption, and the abundance of new ideas that the leaders of that relatively small U. S. concern have displayed.

Pinin illustrates one reason for his position as the top European automotive designer by his highly intelligent grasp of the American market. He says, "Personally, I like the American cars and their large, comfortable interiors very much. In the midst of their 'panorama'—the prevailing conditions, circumstances, and the scenery of U. S. life—they are beautiful, and our European cars look poor in comparison.

"Still, in the European viewpoint, it seems that the Americans sometimes confuse sober lines with poverty. For us,

Motor Trend

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sober lines are an expression of distinction, not of poverty. To the European, the very good American cars are sometimes spoiled by too much gadgetry (ornaments, decorations). Sometimes the proportion of those gadgets to the other parts of an automobile makes a car lose its homogeneity; and that is all the more the pity, for in general, the American cars are, as I said, very good."

Which is a more than fair, highly objective analysis. Pinin Farina sums the situation up with a great deal more kindness than a large number of Americans who write letters to MOTOR TREND magazine.

Farina, of course, has his own ideas of what a Nash should look like. He would not be one of the greatest living designers if he did not. Though the contract was signed in 1950, the design of the current Nash lines has gone through no sweeping changes toward the Italian school of styling. This very point makes it probable that the Farina influence will eventually become powerful in this country.

The old master knows his cars and he knows people. He is perfectly aware of the danger of suddenly throwing something new and startling at any buying public. Therefore, he heavily modified his first Nash designs to conform to the American taste. He feels, though, that through a slow and progressive "education" the average American can become accustomed to, and learn to like, certain features of his European styling ideas.

He is very careful to point out that by "education" he does not mean "teach"; but he refers to the process of becoming familiar with something unusual over a period of time. He is convinced that his ideas are entirely too different from the Detroit styling to become popular immediately.

Nash shares Farina's attitude on this point. In a press conference they stated that they had signed up the Italian designer because "Farina is the Rembrandt of automotive design." But Nash went on to say, "The design he gave us was not approved entirely by our designers, but basically it's his design with some modifications." So it does seem that the Nash-Farina combination is working smoothly as a team.

Farina, though, is careful to repeat again and again that he is not speaking with any feeling of superiority. He reminds us that he is merely pointing out that he is very well aware of the difference in taste between the Europeans and the Americans. He is able to admire the good points of the current American designs, and modestly hopes that he will eventually be able to demonstrate some of the good points of European design.

That sounds fair enough. At any rate it will be interesting to watch the future development of the Nash lines.

—Rodolfo Mailander with Jim Earp

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ACCESSORY TRIAL

The HOOBLER-MATIC

Here is a device to simplify driving habits and provide an additional safety factor by reducing reaction time in brake application

By Bob Hoepfner

PURSUING THE PREVENTION of accidents, the E. S. Hoobler Mfg. Co. (Costa Mesa, Calif.) has designed a new automotive device, called the Hoobler-matic. Essentially a wedding of the brake and accelerator pedals into a single unit, the Hoobler-matic allows independent operation of either pedal. Normal operation of the Hoobler-matic is simple—push down with the toe of your foot for acceleration; push forward with your entire foot for braking.

The purpose of the unit is to improve brake efficiency by reducing driver reaction time. It is accepted that many accidents could have been avoided if the cars involved had stopped a few feet sooner. The Hoobler-matic, by reducing reaction time, may contribute to the reduction of such accidents.

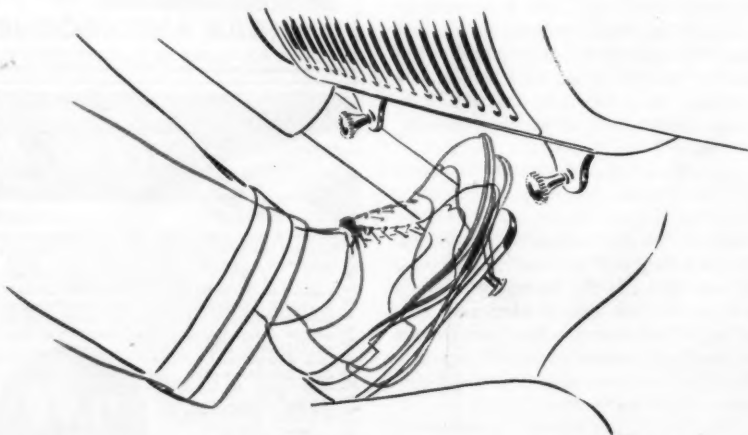
When first driving a car equipped with the Hoobler-matic, your normal reaction is one of apprehension; it takes considerable concentration to keep your foot on the combination pedal. Since normal driving reactions are more or less automatic, conscious application of the new foot action will take a period of familiarization. Depending on the driver, this may take from one-half to one hour, or longer. After

that, you can begin to appreciate the advantages of the one-pedal operation.

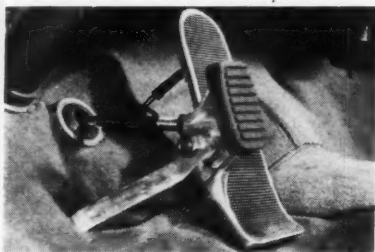
Normal driver reaction time is 3/4 of a second—that is, it takes the average driver that amount of time to react to an emergency. It is a surprising fact that if you are travelling at 30 mph and meet an emergency situation, you will travel 33 feet in the 3/4 second before you even apply the brakes. As the speed goes up, this distance is multiplied, so that at 70 mph, you will travel 77 feet.

Since reduction of reaction time is the Hoobler-matic's most important function, we made a comparative check of reaction times (after a four-day familiarization period in all types of driving conditions). We first averaged time required to lift our foot from the throttle to the brake, then averaged the time needed to apply the brake using the Hoobler-matic. The use of the Hoobler-matic resulted in a reduction of over 1/2 in reaction time. In terms of distance this means 11 feet at 30 mph, 25.8 feet at 60 mph.

Other advantages in the use of this combination pedal are: the lessened leg-work in heavy traffic, or shifting of your foot from throttle to brake; the pressure of brake application is not concentrated



Normal Hoobler-matic throttle position is shown in black, as brakes are applied the pedal will move in an arc forward and up to position shown in color at full application



A conventional brake pedal is retained

on the ball of your foot but is distributed evenly; no leg movement while parking or maneuvering in tight places, only foot movement; and easy starting on hills, since the Hoobler-matic allows any combination of brake application and throttle opening (brakes can be released and throttle opened simultaneously).

This new device was found to have a few drawbacks, but we did not consider them serious. The standard throttle pedal pivots from its attach point at the floorboard. As you open the throttle, your foot pivots about a point at the rear of your heel. The Hoobler-matic pivots from a point forward of your heel, in a rocking motion, which tends to lift your heel as the throttle is opened. As a result, your foot is rather flat, with your toe extended. During long periods behind the wheel, this becomes tiring. Another disadvantage is the fact that you must keep your foot on the pedal in virtually one position. You cannot shift your foot position too satisfactorily. A third disadvantage, and more serious, is that until you are thoroughly familiar with the Hoobler-matic, it is possible that you may push your foot accidentally on the brake and the throttle at the same time. It appears, also, that the device would not be feasible for people who operate several cars (unless all of them were so equipped). A driver who became so familiar with the Hoobler-matic actuation that he would automatically apply it properly in an emergency, would find himself momentarily confused, with lengthened reaction time, when he switched to a conventional car.

Even with these disadvantages, the MT Research staff feels that the Hoobler-matic is an investment worth consideration: it does simplify driving habits, and provides an additional safety factor by reducing the amount of reaction time before applying the brakes.



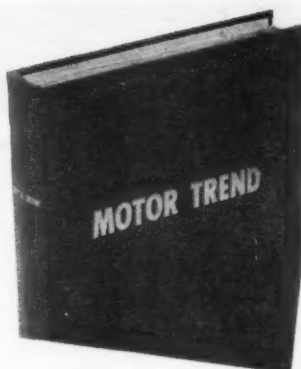
Throttle pivots on boss connecting pedals

January 1953

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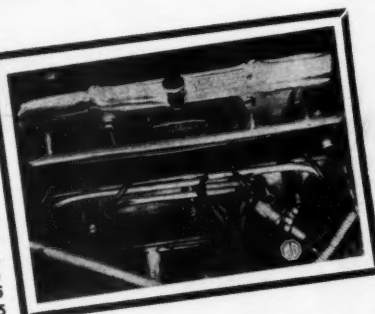
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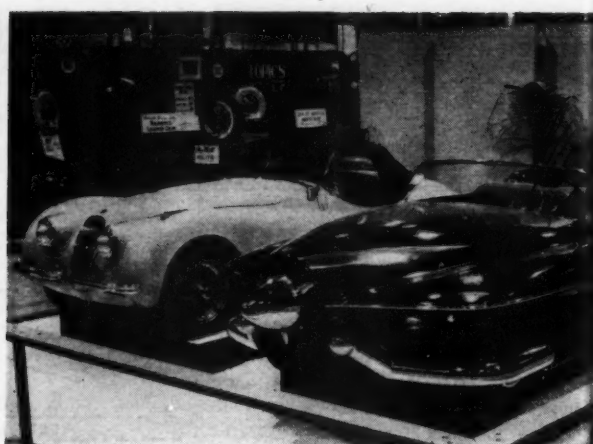
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SPECTACULAR MOTORAMA

By Jim Potter

Photos by Eric Rickman, Al Palocz

MOTORDOM once again was the star of one of the West's most spectacular shows—Motorama! To observe this assemblage of the country's most unusual vehicles came another record-breaking crowd—over 111,000 people—and this despite two days of torrential rains during the seven-day exhibition.

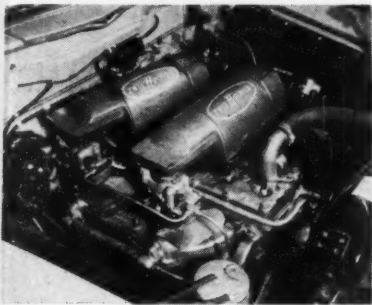
What makes a show like Motorama so popular with the public? To us, who talked with the owners of the cars exhibited, and learned of their struggles, their inspirations and their aspirations, it was a revelation of *individualism* expressed in automobiles. Here, for the world to see, were the results of a driving force that has made America what she is—a race of people dedicated, in no small measure, to mechanical ingenuity and genius. And, as long as this enthusiasm continues to grow, we know we shall never be subjugated robots of an earthly dictatorial engineer.



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Hudson Twin H Power

by Fred Bodley



MT RESEARCH does it again—by it we refer to sticking out our collective necks by comparative road tests of the standard Hudson Hornet and the Hudson Hornet with Twin H power equipment. Due to Hudson's fine showing in stock car races throughout the country, we will probably receive many letters casting reflections on the weight of our throttle foot and our reaction time in hitting the stop watch. In our defense we would like to say both cars were furnished by the Hudson factory and both were equipped with Dual-Range Hydra-Matic transmissions.

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(Clocks speeds over surveyed 1/4 mile)

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Average of four runs	99.2
TWIN H POWER: Fastest one-way run	104.6
Average of four runs	102.3

ACCELERATION IN SECONDS

(Checked with fifth wheel and electric speedometer)

STANDARD: LO-D3	D-3	D-4
-----------------	-----	-----

Standing start 1/4 mile	:20.2	:20.2	:20.2
-------------------------	-------	-------	-------

0-30 mph (0-33, car speedometer reading)	:05.3	:05.2	---
--	-------	-------	-----

0-60 mph (0-67, car speedometer reading)	:16.8	:17.3	---
--	-------	-------	-----

10-60 mph in DRIVE	---	:15.6	:18.1
--------------------	-----	-------	-------

30-60 mph in DRIVE	---	:12.1	:17.3
--------------------	-----	-------	-------

TWIN H POWER:			
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Standing start 1/4 mile		19.4	
-------------------------	--	------	--

	D-3	D-4	
--	-----	-----	--

0-30 mph	:04.6	:04.7	
----------	-------	-------	--

0-60 mph	:15.1	:15.4	
----------	-------	-------	--

10-60 mph	:14.3	:15.0	
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FUEL CONSUMPTION IN MILES PER GALLON

(Checked with fuel flowmeter, fifth wheel, and electric speedometer)

STANDARD:	D-3	D-4
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Steady 30 mph	14.7	21.3
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Steady 45 mph	14.2	18.0
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Steady 60 mph	12.8	16.2
---------------	------	------

TWIN H POWER:		
---------------	--	--

Steady 30 mph	18.6	21.2
---------------	------	------

Steady 45 mph	18.1	19.5
---------------	------	------

Steady 60 mph	---	17.7
---------------	-----	------

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Why drive a CLASSIC?

What prompts the enthusiast in the purchase of a vintage vehicle? Are the classics more durable than modern products?

By Robert J. Gottlieb

AT THE CONCLUSION of a recent road race, the owner of the winning car was industriously attempting to roll it on its trailer. A spectator in the milling crowd cast a critical glance at the car, turned to the sweating owner and asked, "What did you fellows prove?"

The average classic car owner is frequently asked questions with similar import by inquisitive neighbors. He is constantly besieged with inquiries concerning the price of his car, the restoration cost, horsepower, and vintage. Finally, the inevitable *coup de grace* is applied, "If it costs so much, why drive a classic?"

Good reasons exist for the questions asked in each of the foregoing illustrations. The racing spectator is easily informed of the advances in safety, garnered as a result of numerous racing events. Inquisitive neighbors, however, will be unswayed by safety reasons as applied to the classic car. They expect, and have a right to expect, answers based on genuine facts and sound reasoning. Too often, the appropriate answer is lacking, which seriously affects the reputation of collectors as a group. An unenlightened public is prone to regard classic car enthusiasts as a group suffering severe mental quirks bordering on mental derangement.

Just as often as an owner hears a question commencing with the word "why," he hears the well worn expression, "they don't build them like that any more." Truer words were never spoken. It is well established that cars termed classics are more durable than modern products. With durability comes dependability, a natural outgrowth of sound engineering. While dependability (an important element in the definition of a classic) may be a reason prompting ownership, it is certainly a non-controlling factor. The most ardent enthusiast will not go so far as to claim that modern products are not dependable.

What then prompts the purchase of a particular vintage car and the subsequent expenditure of a great sum of money while a contemporary model is left unwanted? Why is a particular car restored and driven at a cost per mile that greatly exceeds the operation costs of the finest modern products? In short, *why* drive a classic?

The solution to each of the questions is found primarily in the personality of the individual owner and secondarily in the merits of his chosen car. Most enthusiasts fall into one of two categories which, for

want of better designations, will be referred to as mechanical and esthetic. The appeal that a classic holds for an individual depends on his mechanical and/or artistic inclinations.

Utmost in importance to the mechanical enthusiast is the construction of a given car. His ownership may be based on a mechanical innovation first used on his car or a mechanical innovation subsequently discarded by manufacturers for economic reasons. Examples are myriad: overhead valves, front-wheel drive, dual-ratio rear axle or free-wheeling, to name a few. The crowning achievement of his car may be its ability to lug up a hill in high gear, an achievement impossible with modern products. His ownership is a demonstration of the partiality existing in every human. He should be commended, not censured, for exploiting, maintaining, and exploring the merits of a mechanical design which may or may not be sound from an engineering standpoint. An understandable thrill exists in the operation of a front-drive vehicle if the owner is an exponent of front-drive construction. The situation is analogous to the sports car owner, who suffers the discomforts of the average sports car because he enjoys the merits of the average sports car. Thousands of Americans have purchased British

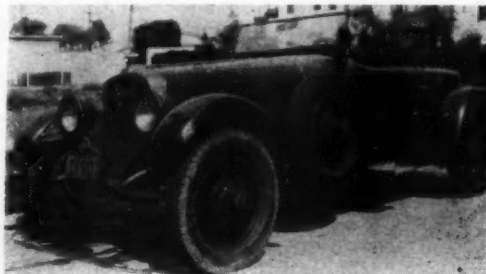
vehicles because they enjoy frequent shifting and the feeling that they are a part of their vehicles and not merely drivers. Pause for a moment and give this some thought. In these days of the automatic transmission, a segment of the motoring public purchases a car incorporating four forward speeds rather than three. Owners mother and coddle a sports car, notwithstanding that it requires constant driving attention, attention that is eliminated in the purchase of almost every American product.

The classic owner in the mechanical category obtains a great deal of pleasure in restoring and maintaining his vehicle. With knowledge of the intimate details of its vitals, he is confident of successful surgery when occasion requires. He is the master of his modern-day mechanical necessity. The confident feeling of superiority causes him to accept the daily challenge attendant on driving a vintage vehicle of another era. Crystallization and mechanical failure are challenges existing at all times, as is the constant search for obsolete parts. Victoriously the challenge is met, month after month and year after year. Here the situation is analogous to challenges accepted by sports car lovers and antique enthusiasts. The sports car

(Continued on page fifty-four)

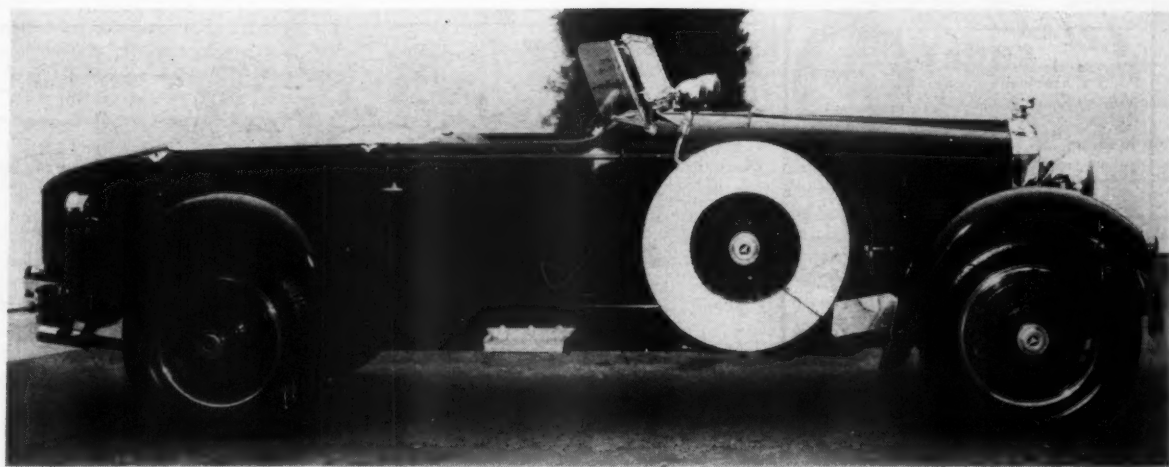
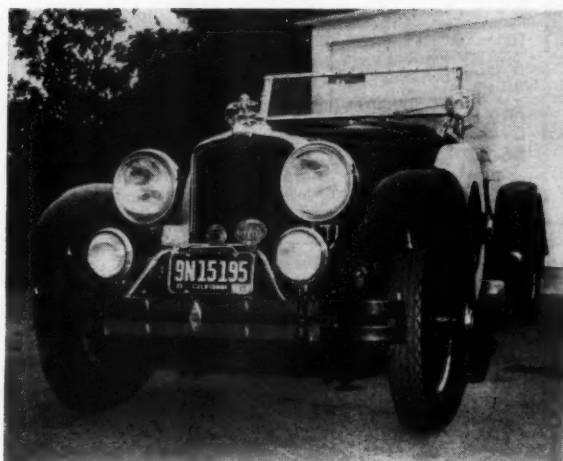
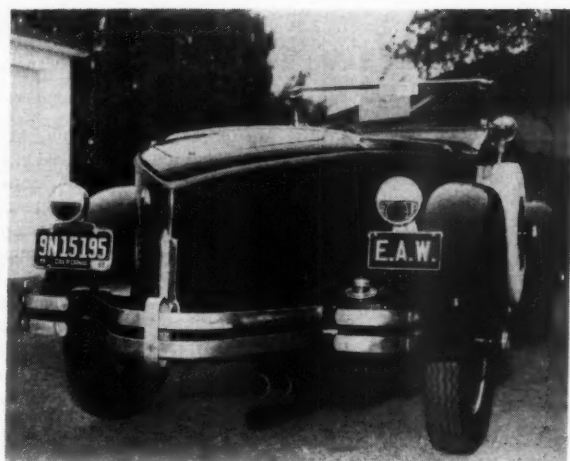
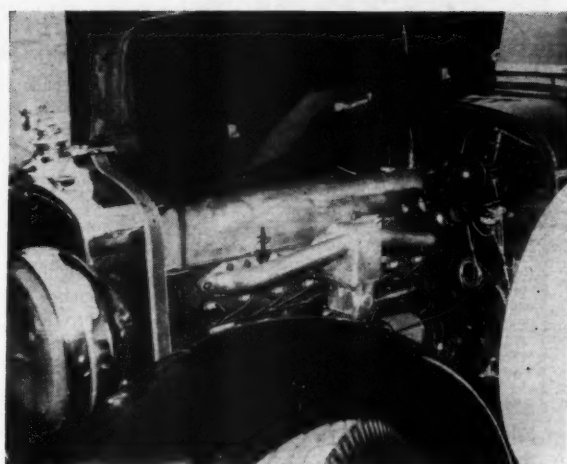
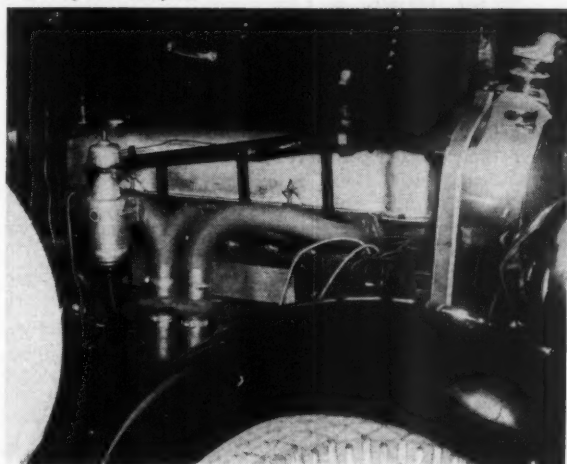
FEATURE CAR

THE COVER CAR, a 1927 four-passenger Stutz speedster owned by Elliot Wiener of Pacific Palisades, Calif., is fitted with an eight-cylinder, 16-valve engine with a single chain-driven overhead cam. The bore is $3\frac{3}{16}$ inches and the stroke $4\frac{1}{2}$ inches. The compression ratio is 4.8 to 1 and the engine develops 92 brake horsepower at 3200 rpm. The wheelbase is 131 inches and the car delivers 16 miles to the gallon. This is due in part to the all-aluminum body, in contrast to the steel bodies used on other models. It has a nine-main bearing crankshaft, dual ignition, a three-speed transmission, and a 5 to 1 gear ratio. It has a one-shot oil system and a unique heated oil filter known as a rectifier. A glass windshield reinforced by strands of piano wire is used, an obvious attempt at safety glass. The deck of the tail opens for use as a trunk compartment and yet the tail and deck do much to give the car a racy ap-



pearance. The design is functional yet sufficiently distinctive to adequately distinguish the only American car to raise dust in the radiators of the finest Bentleys, Mercedes, Talbots and Bugattis. The cars used as racers were identical to the feature car with the exception of a special head and a slight increase in cylinder bore. In 1941, the original owner of the car donated it to a non-profit corporation for displaying the car in a museum. Later it was returned to the original owner when plans for a museum failed to materialize. Wiener then purchased the car and restored it to its present immaculate condition.

Photos by Jack Campbell



The Stutz Bearcat represents an existing tribute to the only American manufacturer who dared to challenge the supremacy
January 1953

of European products on European courses and emerged with an enviable and unequalled record, a fact not generally known

Fifty-three

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Why Drive a Classic?

(Continued from preceding page)

owner attends rallies and drives courses purposely designed to subject his car to greater strain than encountered in normal driving. The Glidden Tour, caravans, and meets are challenges for ancient vehicles, challenges which the owners readily accept and conquer. In each case the mechanical challenge is defeated by a superior technician, highly specialized in the operation, maintenance and repair of a mode of transportation.

In general, the mechanical enthusiast is an enthusiast as a result of his love for engines and mechanical devices. While there are many exceptions, his car is apt to be shabbier in appearance than the car of the esthetic enthusiast. Conversely, his car is apt to be quieter, faster, smoother, and in better overall mechanical condition than the car of the esthetic enthusiast. He is an individual willing to accept and solve mechanical problems, a diversion which he relishes.

The esthetic enthusiast purchases and restores a classic for more personal reasons. He may enjoy the thought of a car with a handsome and complicated 16-cylinder engine. If so, his engine is kept so shiny that it approaches sanitation requirements. The car may entice him for nostalgic or sentimental reasons. Perhaps his father or grandfather owned one and the thrill of a ride as a child still burns within him. Often he purchases a car for the simple reason that he wanted it when he was younger but could not afford it. His economic situation has changed and for the first time adolescent dreams are fulfilled by ownership.

More often than not, the esthetic collector buys a car because of its general appearance. He finds magic in the names of Brunn, Willoughby, Rollston, and LeBaron and is stunned by the beauty of the products designed and built by the

custom body builders of another era. He thrills at the symmetrical pattern of a gleaming wire wheel or the beauty achieved in a well-designed fender or properly placed louver. He is completely in accord with the purposes, policies, and achievements of the mechanical devotee, and fully understands the sports car devotee who installs wire wheels in place of original equipment at a cost approaching 25 per cent of the original sales price.

The esthetic enthusiast has much in common with the custom car devotee. Each is an individualist, a leader as distinguished from a follower, each demonstrating a desired result. Neither is satisfied with a vehicle simply because it is a means of transportation. It must have something extra from either a mechanical or appearance standpoint, or both. In each group, ownership is prompted by artistic inclination. The same is true of the hot rodder who, though primarily interested in speed and safety, improves and beautifies body lines.

OUR MOTOR TREND cover this month depicts a custom and a classic car owner, each of whom has much in common with the other. Approving glances are cast at each machine as the owners perform their tedious labors of love. A common bond of understanding cements the friendly relationship existing between these representatives of distinct groups.

The classic is a 1927 four-passenger Stutz speedster owned by Elliott Wiener of Pacific Palisades, Calif. As a collector, Elliott is a distinguished member of a group interested in mechanical, as well as esthetic, qualities. His interest in automobiles is both profound and exacting, resulting in his status as a perfectionist. He is greatly aided in the pursuit of his hobby by his lovely and gracious wife, Gildina.

Seen at Motorama



"... then I noticed I was different from the others."

Few collectors are as fortunate, for Gildina's interest is more than passive. She readily dresses in appropriate costume for jaunts in the numerous antiques harbored in her backyard. When Elliott drives a sports or classic car, she is again ready and dressed for the occasion. Her genuine interest is demonstrated by her desire to drive the various types of vehicles collected by her husband.

Ardent collectors often keep a car for a period of years, waiting patiently until the car becomes a true classic. Many classic cars are not classic when first manufactured. It takes time for some cars to develop character and additional time to determine if they will keep their character. The time element is necessarily considered, for a classic car is a car by which other cars are judged. The feature car is an excellent example of one that became classic only after a lapse of time.

During its 34-year existence, the Stutz Motor Car Company achieved its ultimate success with the production of the Stutz Bearcat. It is not generally known, but the last of the first series of Bearcats was manufactured in 1920. It followed a long line of early automotive successes, including the Stutz that placed 11th at Indianapolis in 1911 without stopping for mechanical repairs. This achievement resulted in the famous slogan, "The Car That Made Good in a Day." The Bearcat, discarded in 1920, carried the Stutz banner even higher on the pinnacle of success. But from 1920 to 1926, Stutz cars were unimaginative and the Stutz name was conspicuous by its absence on the record books, with the exception of a second place in 1925 and a victory in 1926 in the Pikes Peak climb. In 1926, Stutz introduced the AA engine with which the feature car is equipped and an engine which caused the car to become classic as a result of its performance. Certainly the car was non-classic when it first emerged from the factory. At most it was an unusual or interesting car. Time plus outstanding achievement converted an untested vehicle into one of the most desirable classics as we define a classic today.

With the model AA, Stutz returned to the nation's speedways, entering every stock car event but one in 1929 and winning each event entered. The cars used as racers were identical to the feature car with the exception of a special head and a slight increase in cylinder bore. Victory followed victory, culminated by the success at Le Mans in 1928 when a Stutz finished second after leading the race from the third to the 13th hour. Gear box trouble deprived America of a complete victory, resulting in the use of a four-speed transmission in 1929. Minor mechanical difficulties eliminated two Stutz cars in '29 but another Stutz finished fifth.

The year 1929 saw Frank Lockhart establish a one-mile speed of 198 miles per hour in a specially constructed Stutz. The

existing world record was 207 miles per hour and Lockhart made two assaults on it, the first failing when the car spun and the second failing when a tire blew, flipping the car and killing the driver. The year 1930 saw the introduction of the famous DV 32 engine which incorporated two intake and two exhaust valves for each cylinder. This engine was similar to the AA engine introduced in 1926, except for the head and valve system; however, the DV 32 head will easily fit the AA block assembly. The famous DV 32 mill rolled the late model Bearcats at a guaranteed (or your money back) 100 miles per hour.

It was this progressive era in Stutz history that developed the feature car into a classic, interesting as well as scarce. Records indicate that from 17 to 19 boat-tailed speedsters were built (just enough to comply with Le Mans requirements). One other model besides Wiener's is rumored to exist somewhere on the East Coast.

In 1941, the original owner of the car donated it to a non-profit corporation for the purpose of displaying the car in a museum. It was accepted but later returned to the original owner when plans for a museum failed to materialize. Wiener then purchased and restored it to its present immaculate condition. Mechanically it was sound. Physically it required plating, painting, upholstering, a top, and a new set of 6.50 x 20 tires.

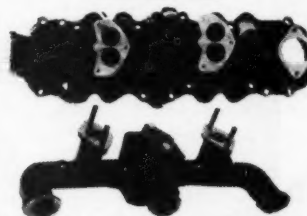
Originally the car was equipped with hydrostatic brakes, also known as water brakes. A mixture of water and alcohol was pressured upon brake application into sacs which swelled, thereby forcing the brake shoes against the drums. Braking was smooth and effective at low speeds but ineffective at high speed. The factory replaced the water brakes with hydraulics shortly after the cars appeared on the market.

The car has sports car handling characteristics yet is comfortable in which to sit and ride. It corners well without even a tendency to roll or keel on a fast turn. This is due to the low center of gravity achieved by a worm-drive rear end and an extremely low and wide frame which permitted the springs to be mounted inboard instead of outside the rails. As is customary with cars of this era, the Stutz does not have a snappy dig-out, but once under way it is hard to beat. Top speed approximates 100 miles per hour.

Two defects are apparent in the car. Severe road shock is felt in the steering wheel and the car is extremely light in the rear. This causes the rear end to wander at 55 to 60 miles per hour but above and below this speed the car is remarkably stable. The fishtail effect at 55 miles per hour requires that the driver be competent and hardy—competent as a chauffeur and hardy to avoid seasickness.

—Robert J. Gottlieb

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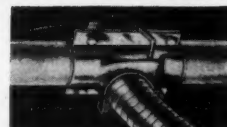
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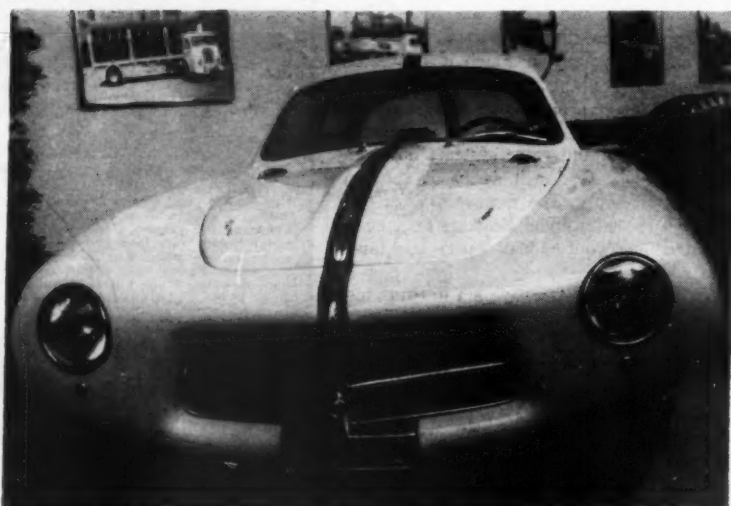
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Fifty-five



RODOLFO MAILANDER
Spain's Pegaso 2.5-liter (153 cu. in.) coupe attracted considerable attention at Paris show. Its styling is distinctively different, features unusual front-end lines



RODOLFO MAILANDER
Simca's new Aronde "Grand Large" two-door coupe features a wrap-around rear window; car's popularity is growing on this side of Atlantic with small car enthusiasts



RODOLFO MAILANDER
Hottest news from France is the new "Cematurbo" gas-turbine-powered car, with turbine by Socema, body by Gregoire

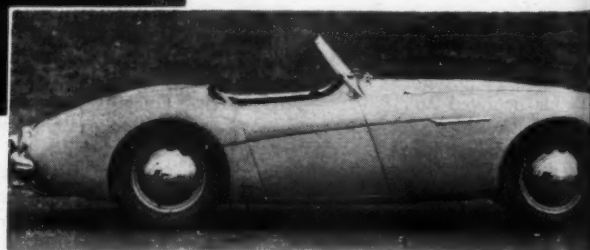
The highlight of Earls Court at the London auto show was this Austin-Healey sports car named "Hundred." It has top speed in excess of this figure and lines similar to Jag

Fifty-six

Automobile trends and production reports from the Continent return to the pages of Motor Trend

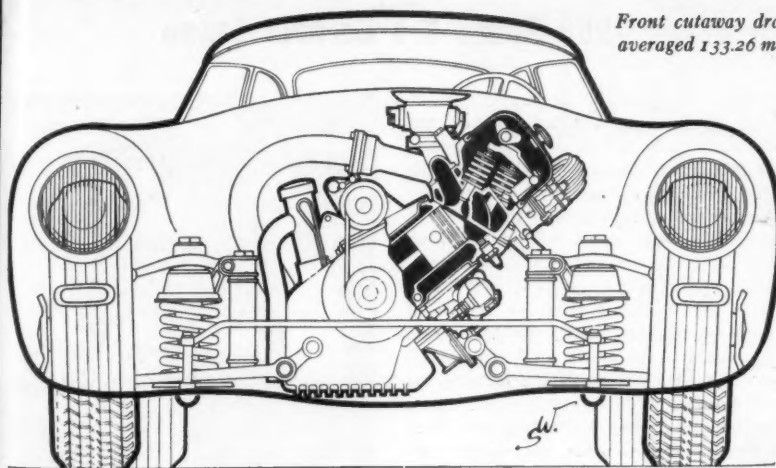
By Günther Molter

GERMANY: Biggest news to come out of this country prior to presstime was concerned with two different places, but with the same make of car—Mercedes-Benz. Under the glass roof of the Grand Palais, on world-famous Champs Elysées, Paris, Mercedes introduced its new 300S roadster, coupled in display with its 300SL LeMans victorious coupe (sister to the ones that will be competing at presstime in the Mexican Pan-American Road Race). The roadster is well-finished, fitted with an overhead camshaft, six-cylinder engine, giving 150 hp and 110 mph. Although its styling is superb, perhaps its best feature is its roadability. . . . As for Mercedes roadability, I can speak from personal experience—that of riding in the cockpit of a 300SLK, while Karl Kling threw it around the 176 turns of famous Nurburgring in less than 11 minutes. You have the feeling that you're being propelled by a rocket, yet you hold the turns as if you were on rails. . . . Also introduced at the Paris Salon—the new 1500 cc (91.5 cubic inch) Porsche with four-speed synchromesh gearbox. Developed by Ferry (son of the late Dr. Ferdinand Porsche), it has the same system as Porsche's first great race car design, the Cisitalia. With this gearbox, you can quick-shift from fourth to second going through a corner, and not worry about winding up with a set of loose gear teeth. . . . Another new feature of Porsche is the racing-type braking system, developed by the German firm, ATE. Front wheels use two primary shoes; rear wheels, one shoe. . . . Porsche now available with two different engines—one with 55 hp at 4000 rpm, plain bearing crankshaft; the other with 70 hp at 5000 rpm, 8.2 to 1 compression ratio, "Hirth" tapered, roller bearing crankshaft, and special overhead camshaft. . . . Speaking of Porsche, they will be unable to make their previously intended 1953 record runs



EDWARD EVES

Motor Trend



Front cutaway drawing of the Mercedes-Benz 300SL, the car that averaged 133.26 mph for final 231-mile leg of Mexican Road Race

at Bonneville and Indianapolis and I therefore wish to take this opportunity, on behalf of Porsche and myself, to thank my many American friends who have helped, and were to help, in this venture. . . . On the competition side for a moment: the change in rules (on inside body height) for this year's Monte Carlo Rally will allow Porsche to take part in this event without any handicap as previously. . . . Volkswagen also showed their new car, giving the public the asked-for synchromesh gearbox and other improvements. Another new car to be introduced before presstime was the new 2.4-liter (147 cubic inch) Borgward, built in Bremen, Germany. No technical description available at time of writing; full details next issue.

FRANCE: Hottest news from this country was part and parcel of the Paris Salon—the new “Cematurbo” gas turbine-powered car, with turbine by Socema, body by Gregoire. Car presents a well-engineered, streamlined (small frontal area, extremely low) appearance, but, unfortunately, will never enter production. Intended merely as a “one-off” experiment, it will be used to test the turbine for future truck application. Vital statistics: 100 bhp turbine unit

mounted forward of front wheels, driving through reduction gear to conventional clutch and rear axle, 2800 pounds with two-seat, coupe body, coil spring front suspension, deDion rear axle. . . . Other new French cars that deserve more-than-passing attention: Simca's two-door coupe, “Grand Large,” with wrap-around rear window, no other basic changes; Gordini's 2.3-liter (140 cubic inch) coupe, styled and built in the shops of Amedee Gordini, no longer associated with Simca; the coupe and convertible versions of the Simca Sport, using a chassis similar to Aronde and a hotter version of Aronde engine; a two-door Peugeot 203 coupe, with three more horsepower than before (42).

ENGLAND: All English eyes were turned toward a display of this country's second most important export business at Earls Court, London (liquor is No. 1). A complete parade of new models was shown (reported in full detail elsewhere in this issue, see page 33), but some of the coachbuilders' delights shown at the Paris Salon deserve special mention. . . . There Singer showed an attractive sports coupe, with body by

Ghia-Aigle, built in Switzerland on a 1500 chassis. Rumor has it that it may become standard production. . . . Bentley showed its Continental sports saloon with coachwork by H. J. Mulliner—typically British body work. . . . Rolls-Royce, a dramatic razor-edged limousine that was sold only a few hours after the show opened at approximately \$24,000. . . . MGs were advertised for sale to Americans, “Yours for \$1460.”

SPAIN: Pegaso made automotive news for this section of Europe by showing their 2.5-liter (153 cubic inch) coupe and open job, attracting a lot of attention at the Paris Salon with its unusual design. Extremely low and aerodynamic, it has enclosed front fenders, rear fenders with airscoops for rear brakes and tires, mufflers below the doors, a completely transparent rear tail section to allow rear vision, plush upholstery, and appointments. Powerplant: 153 or 171 cubic inch, double overhead cam V-8, fitted with from one to eight carburetors or Roots-supercharger. Pegaso is now in full production, gives a five-year guarantee with each car.

ITALY: This country's high-speed car builder, Ferrari, showed a new chassis—the Type 250 Sport—at the Paris Salon. Power given by 183 cubic inch V-12, with three Weber carburetors. It has a four-speed gearbox (instead of previous five-speed). Chassis is rugged; suspension is new; front uses transverse leaf spring attached to lower wishbones; rear uses single half-elliptic springs, twin radius rods. . . . Interesting from the standpoint of a possible American market is the Fiat 1900 four-door sedan. Outstanding features: five-speed gearbox, fluid coupling, top speed of 84 mph, power output of 58 bhp from a 116 cubic inch, four-cylinder engine. . . . New Siata uses Fiat's 122 cubic inch V-8 engine, integral body construction. Similar in appearance to Cunningham.



The Mercedes-Benz 300S roadster was displayed recently under the glass roof of the Grand Palais, on world-famous Champs

Elysées in Paris. This is the sister car to the 300SL models which made such a terrific showing in the Mexican Road Race

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Fifty-eight

1953 Dodge V-8 Coronet Sedan

(Continued from page thirty)

through the paces over many types of road surfaces—on winding, up-and-down mountain trails, and on long, high-crowned straightaways. On the straightaways, the Dodge took no corrective steering to keep the car in a straight line regardless of medium-to-high speeds. This condition was true even with a fairly strong crosswind.

On gentle radius turns at speeds of about 60 mph, it takes very little wheel movement to follow the road. This is due to the responsiveness of the center-point steering and the low steering ratio: 18.2 to 1. Some wheel hop was noted, both when taking a sharp corner and under full-throttle acceleration from standstill. This is probably due to the heavy front end. When taking corners fast, the car has considerable *lean*, which does not affect controllability by making the front end feel "mushy," or by making you fight the wheel. Around winding turns, some with a fairly sharp radius, taken at 40 to 60 mph, no difficulty was experienced, either in loss of control or in general handling. Over rough roads some steering wheel vibration was noticed. There is no steering wheel shock.

Handling can be summed up this way: "It's an easy car to drive." Unlike some cars that are easy to drive at the sacrifice of controllability, Dodge has both attributes.

The Dodge Ride Is Adequate

The Dodge is considered by the MT Research staff to have a ride with "adequate" comfort characteristics, without the excessively soft ride of the "feather-mattress" variety attributed to some cars. On rough road surfaces, you can feel and hear vibrations of the road. Our test car was not treated with undercoating; perhaps such an addition is all that is needed to eliminate road noises. The rear seat ride is comfortable; and the rubber-padded armrests, mounted on the doors for easy entrance, are shaped to give you added comfort.

One noticeable feature of the Dodge rear seat is the fact that the rear door is cut back far enough to provide easy exit and entry.

On our trip to Mexico, when travelling at high cruising speeds, it actually feels like you're going 30. There is simply no illusion of speed, undoubtedly due to the small amount of engine noise at this speed. Wind noise is minor, which speaks well for the aerodynamic design of the new Dodge body.

In going over almost any type of dip or bump, oscillation is not too noticeable and recovery is rapid. Perhaps this ride quality can be attributed to the fact that the new Dodge is lower, better balanced, with a more compact wheelbase (119 inches);



Chair-height seats and wide doors add to comfort of passengers in Dodge V-8

it has independent front wheel suspension with coil springs and a front sway bar. Angle-mounted, leaf-type rear springs and Oriflow shock absorbers help to give the Dodge an even ride. At average speeds sideway is kept to a minimum by the seagleg mounting of the rear shocks. In summing up the ride qualities of the new Dodge, MT Research rates it as soft. The car has a floating quality over bumps, leans considerably on fast corners, dips when brakes are hit. Control is maintained at all times.

Instrument Panel Well Set Up

The instrument panel of the new Dodge is an improvement over previous models, with all instruments grouped in line directly in front of the driver for easy reading. The plastic trim around the instruments looks as good as chrome but reminds one of the plastic substitution for chrome during the last war. As we recall, that plastic chipped and cracked before too long. Plastic materials, however, have improved since then because of the use of new polyester resins (see December MOTOR TREND).

Controls on the instrument panel do not protrude excessively and are well-spaced and in line. The controls include a starter ignition switch, which has an "accessory" position for radio, heater, defroster, and horn use with the engine off; and two-speed control switches for the heater, defroster, and windshield wipers.

Some of the controls mentioned above are not standard equipment. Our test car was equipped with the following extras: heater (\$78.25); radio (\$101.00); auxiliary sun visors, cigar lighter, bumper buffer plates (total, \$21.30); fender opening moldings, wheel covers, white side wall tires (total, \$57.60); turn indicators, one

Motor Trend

backup light and matching gas cap, windshield washer, outside rear view mirror (total, \$34.45); plastic steering wheel, electric clock, glove box light, map light, underhood light, hand brake flasher (total, \$40.65); airfoam seat cushions (\$17.70); Dodge-tint safety glass (\$21.50); and two-tone color (\$18.00). Total cost of the car, thus equipped, comes to \$3338.32 F.O.B. Detroit, plus sales tax and license, of course.

Several features of the Dodge interior are particularly interesting; these include: chair-height seats, handgrips on each cor-



Door handles on the new 1953 Dodge have been changed to pull out instead of twist

ner of the back of the front seat for easy exit or entry; windows which easily roll up and down with only $2\frac{1}{2}$ turns of the crank; sun visors which are adjustable sideways, a good feature; and a wide rear view mirror, which, unfortunately, created a blind spot for forward vision to the right center of the car.

The front seat has only one bolt in each of the four brackets on which the seat track moves. This hardly seems adequate to withstand fast stops. The front seat adjustment gives a five-inch movement. The seat rises as it moves forward, giving better visibility for the driver who needs to be closer to the foot controls.

The Dodge upholstery on our test car had a cheap appearance, was poorly assembled, and had flaws in the material. Particularly noticeable was the fact that backing was missing under the material on the rear of the front seat; springs can easily be felt underneath this material. The piping was irregular.

Vision in the new Dodge is exceptionally good because of the chair-height seats, the slope of the hood, the contours of the rear fender and deck lid, and the wide curved windows, both front and rear.

The New Dodge Body

Over-all styling of the new Dodge is considered good by the MT Research staff. It is a compact car, solidly built. Its luggage compartment is exceptionally large; the bumper jack is in a holder behind the spare wheel on the right side of the compartment. Bumper supports and bumpers are of heavy material and are

(Continued on next page)

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Sixty

(Continued from preceding page)

sturdy. The grille is made of fairly thin material, as in most cars today. The air scoop on the hood is functional, since it feeds air at outside temperature directly to the engine compartment.

The finish workmanship on our test car was poor, with many rough edges apparent, both in body work, paint, and interior finish. There were air leaks around two of the doors and at the rear seat cushion. Leaving the car out during several rains unearthed water seepage into the trunk compartment because of a poor seal at the rear window.

Although it can be said that things of this type are typical of many other cars, it is a situation that we feel cannot be justified on these grounds. When a person pays up to a year's salary for a car, he should expect to get a car that, if not a top performer in every category, at least has good workmanship. American cars are good transportation, they'll take a terrific beating and still run, but—let's face it—too many of them seem to be assembled in a haphazard fashion.

A Discussion of Durability

In response to many readers' requests to describe the condition of our test car at the completion of the test, we have the following comments to make: A word of caution is advised. Do not take this as what would happen to each car coming off the end of the assembly line; MT Research treats cars much rougher than the average driver does. This is what happened to one car after 2661 miles; if it tends to shed some light on durability, it will be doing what we would like it to do.

Body: had developed some rattles, not immediately traceable; chrome striping had loosened up in few spots.

Interior: floor mat on front seat passenger's side had come loose (only cemented to soundproofing underneath); rattles in and around instrument panel.

Engine: in very good shape, used only three quarts of 10 weight oil during fast driving that saw averages of as high as 66.2 mph, with corresponding fuel con-



V-8 engine features hemispherical combustion chamber, lateral valves, dual overhead rocker arms, single camshaft

sumption of 15 mpg (remarkably high, considering the high cruising speeds, bursts of speeds for passing, grades, etc.); water pump required replacement.

A Quick Summation

The MT Research staff feels that there are certain items which need improvement on the new Dodge. These are: an adjustable rear view mirror to eliminate a right-front blind spot for some drivers; better upholstery material and more careful installation; a front seat with a track that is more securely bolted to the frame for safety's sake; insulation of body to eliminate road noises. The Dodge Gyro-Torque Drive transmission, we feel, could be improved to give fully automatic gearing.

On the other side of the ledger, MT Research feels that the power-packed V-8 engine is a decided improvement and should prove a boon to Dodge sales. The handling qualities are exceptionally good; the ride is comfortable; over-all vision is good; fuel economy has increased throughout all ranges by one mpg or more; acceleration at all speeds is notably better; top speed is much higher (allowing higher cruising speeds). The car is compact, yet does not skimp in either passenger seating space or luggage area.

—Walt Woron and Jim Potter



Harfield
Motor Trend

Mexican Road Race

(Continued from page forty-one)

On Ruggedness: Dr. Neubauer stated that this race gave the toughest competition and was harder on men and machinery than any other race in the world. We are not alone in our prediction that this event will soon surpass in stature the Mille Miglia, Le Mans, and the rest of them. It's truly rugged—changes in altitude, climate, and road conditions see to that.

On Tires: The Mercedes team, in addition to two spares on each competing car, brought with them a total of 180 mounted tires, which they distributed (along with fuel) along the entire 1993-mile distance. The Ferrari team, off last year's experience, brought 300 tires with them! Top three Lincolns used a total of 100 tires!

On Race Organization: Those persons responsible for setting up this race should be given a hearty note of congratulation. Over-all organization and press relations were above par.

On Crowd Control: At practically every spot where crowds were anticipated, soldiers and police kept spectators back. The only time that spectators would crowd the roads would be after the cars had crossed the finish line and were heading toward their garages. So intense is the automotive interest of these people that they moved out as far as they could, to see and touch one of the competing cars. For the drivers it was like pushing through a human sea.

On Crowds: At Mexico City the finish line was on a perfectly straight road. Here people lined each side of the road for as far as the eye could see. Some drivers thought they were as far out of town as 35 miles. Every six feet along the road stood soldiers with fixed bayonets. Behind them were packed people, at least 10 deep.

On Human Interest: At 8 A.M. in Juarez, with the road not closing until 10 A.M., and the first car not due until 2 P.M., both roads to the Lamsa Airport (finish line), 10 miles south of town, were jammed. Whole families were afoot, plodding the distance in the early morning chilly sleet. There were cars, trucks, busses, bicycles, any mode of transportation available to speed families of Mexican nationals on their way. Most cars bore the State of Chihuahua (Mex.) license plates, although many of them had Texas plates, while occasionally you would see plates from other states. The road was barely two lane and would allow only a certain number of cars to go through. At 9 they were still coming, on past the finish line, on down to a road off one side of the main road, where they were herded in behind a barbed wire barricade about 30 feet off the road. From

(Continued on next page)



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(Continued from preceding page)
 the finish line at Lamsa Airport as far south as you could see, cars and people were jammed on that one side of the road.

On Next Year: It will have more international competitors, bigger crowds, more interest than ever before.
 —Walt Woron

THIRD ANNUAL MEXICAN ROAD RACE

Sports and Stock Cars
 (Over-all positions at finish—Juarez, Mexico)

Over-all Pos.	Sports Car Pos.	Stock Car Pos.	CAR	DRIVER	Country	Total Elapsed Time hrs. min. sec.	Average Speed MPH	Winnings
1	1		Mercedes-Benz	Karl Kling	Germany	18:51.19	102.527	\$17,422.00
2	2		Mercedes-Benz	Hermann Lang	Germany	19:26.30	99.421	11,628.00
3	3		Ferrari	Luigi Chinetti	Italy	19:32.45	98.798	6,977.00
4	4		Lancia	Humberto Maglioli	Italy	20:11.20		4,651.00
5	5		Ferrari	Jack McAfee	U.S.A.	20:21.15		2,907.00
6	6		Ferrari	Phil Hill	U.S.A.	20:33.46		581.40
7		1	Lincoln (1953)	Chuck Stevenson	U.S.A.	21:15.38	90.982	11,628.00
8		2	Lincoln (1953)	Johnny Mantz	U.S.A.	21:16.09	90.945	5,814.00
9		3	Lincoln (1953)	Walt Faulkner	U.S.A.	21:20.27	90.646	2,907.00
10		4	Lincoln (1953)	Capt. Bob Korf	U.S.A.	21:25.09		1,744.00
11		5	Chrysler (1951)	Reginald McFee	U.S.A.	21:43.00		1,162.00
12		6	Chrysler (1953)	C. D. Evans	U.S.A.	21:54.55		581.40
13		7	Hudson (1952)	Marshall P. Teague	U.S.A.	22:08.00		581.40
14		8	Cadillac (1952)	Murr Dean Kirby	U.S.A.	22:17.50		581.40
15T		9T	Packard (1952)	Jean Travaux	Mexico	22:35.00		581.40
15T		9T	Chrysler (1953)	Allen Heath	U.S.A.	22:35.00		581.40
17		11	Oldsmobile (1952)	Piero Taruffi	Italy	22:43.59		
18		12	Oldsmobile	Resende Dos Santos	Venezuela	22:46.17		
19		13	Packard (1952)	Otto Becker Estrada	Mexico	22:57.00		
20		14	Oldsmobile (1952)	Felix Corda Loza	U.S.A.	22:58.19		
21		15	Packard (1952)	Fernando Razo Maciel	Peru	23:01.21		
22		16	Cadillac (1952)	Alfred C. Rogers	U.S.A.	23:03.28		
23		17	Chrysler (1953)	Owen Rudell Gray	U.S.A.	23:04.07		581.40
24	7		Ferrari	Paco Ibarra	Mexico	23:14.18		581.40
25	8		Porsche (1952)	Furst Mettenrich	Germany	23:18.15		
26		18	Hudson	Attilio Cagnasso	Venezuela	23:26.39		
27		19	Oldsmobile (1952)	Frank Mundy	U.S.A.	23:35.26		581.40
28	9		Lancia (1951)	Enrique Ortiz Pereda	Mexico	23:42.47		
29		20	Hudson (1952)	Abelardo Diaz Gonzalez	Venezuela	23:57.11		
30		21	Nash (1952)	Bob Christie	U.S.A.	24:29.00		
31	10		Jaguar (1952)	Douglas Ehlinger	Mexico	24:37.37		581.40

SELL 'N' SWAP

Requirements are: copy limit of 25 words (not including name and address), first come, first served; we reserve the right to edit where necessary; we are not responsible for accuracy of descriptions, although we will reject any misleading statements. This service is not open to commercial advertisers. No ads will be accepted if payment is not made in advance and such communications will not be acknowledged. Address your request to Sell 'N' Swap. The charge is two dollars per insertion—Editor.

IMPORTANT NOTICE! Only one CAR may be listed in any single Sell 'N' Swap insertion. This limitation will not apply to parts, catalogs, etc.

SELL—'36 eight-cylinder Pierce-Arrow five-passenger wire wheel sedan. Very good throughout, Penna. inspected, second complete car for parts, is restorable, \$600 for both. G. Damer, 618 Hepburn St., Milton, Pa.
 WANTED—Parts for '41 Hupmobile Skylark or information about same, new or used. L. Ladd, 230 N. 38th St., Louisville, Ky.
 SELL OR SWAP—'48 Lincoln Continental in mint condition, light green, new U.S. Royal tires, like new inside and out. Trade for '52 Willys four-wheel drive station wagon. M. Tarabori, RD 1, Galeton, Penna.
 SELL—Brand new Edmunds dual intake manifold with linkage and instructions for Chrysler, six new Stromberg carbs mounted, for Gyo restoration. Sacrifice, \$70. J. Bennett, 2197 Inchtiff Rd., Columbus 12, Ohio.
 SELL—'40 Ford cabriolet, original black finish, new top, five new whitewalls, radio, heater, original engine in excellent condition, original leather interior, best offer. R. McCahan, 5 Black Friar Rd., Rosemont, Pa.
 SELL—H.R.G. '51 1500 sports, mint condition, 6000 miles, British racing green, Smith's heater, tonneau cover, bonnet strap, aero screen, wire wheels, \$2650. J. Wherry, Decker House, Maquoketa, Iowa.
 SELL—'51 Oldsmobile Rocket engine, 9000 miles, \$400. '41-'52 Pontiac Eight intake manifold (Edmunds) and carbs, \$40. N. Rogert, Blair, Nebr. Phone 238.
 WANTED—Early Chrysler six-cylinder car, open model preferred. Will swap postwar ohv 500 Norton and/or cash. D. Cliff, 17324 Hull, Detroit 3, Mich.
 SELL OR SWAP—'09 Maxwell, beautiful brass and paint, currently used, licensed, and inspected. In unusually fine showroom condition. R. Black, 414 W. Pittsburgh St., Greensburg, Penna.
 SELL—'17 Ford touring, good condition, tires are very good, 30 x 3 on front, 30 x 3 1/2 rear. Car is all original, has coal oil parking lights, make offer. H. Anderson, 4703 Franklin, Omaha, Nebr.
 SELL—'13 Saxon roadster, four-cylinder, 15,000 miles, new car condition throughout, complete, curtains to chains, exceptional car, \$750. G. Gray, 1447 Wampanoag Trail, Barrington, R.I.

SELL—'17 Model T fire truck partially restored, excellent mechanically, solid tires front, new six-ply in rear, complete with pumper and accessories. \$285. C. Hiser, 1426 Wells St., Ft. Wayne 7, Ind.
 SELL—'16 Buick four-door touring car, needs tires, otherwise complete in extra good condition, 4761 actual miles, first \$250 takes. J. Rider, 421 S. West St., Corvallis, Iowa.
 SELL OR SWAP—'36 Auburn 851 sedan, wire wheels, two-speed axle, radio, heater, clean, recent complete engine overhaul. Sell reasonable or swap for small European car. H. Edington, 627 E. Vine, Kalamazoo, Mich. Phone 32769.
 WANTED—'35-'39 Packard V-12 engine and transmission in unit, complete with accessories, give details and price in first letter. R. Fine, 81 Chatsworth Dr., Toronto, Ont., Canada.
 SWAP—'40 Lincoln four-door, Columbia overdrive, radio and heater, good body. For dirt track running gear or ohc B head. D. Stammerhohn, 1164 Van Buren, Venice, Calif.
 SELL—'36 Cadillac V-12 Fleetwood sedan, engine and clutch just rebuilt, tires, body, upholstery and finish extra good condition, radio, heater, \$325. O. Crain, 1462 N. San Gabriel Blvd., San Gabriel, Calif.
 SELL—'39 Fiat hardtop coupe with rebuilt '40 British Austin engine in reworked, lowered frame, good performance and tires, needs paint and upholstery, \$175. O. Crain, 1462 N. San Gabriel Blvd., San Gabriel, Calif.
 SELL—'38 MG-TA engine and clutch, fully rebuilt, complete with two SU carburetors and transmission. \$275. O. Crain, 1462 N. San Gabriel Blvd., San Gabriel, Calif.
 SELL—Nine pair of Tripple Senior speedlights, projects 1000 ft. beyond headlights, wire, switch, brackets, \$25 ppd. Conversion to dual filament headlights \$40 ppd. State year, model car. R. Bowers, 3901 Cuthaw Ave., Richmond, Va.
 SELL—'17 V-8 Oldsmobile seven-passenger touring, new top, tubes, upholstery. Can be driven anywhere, photos on request. \$800. R. Trueblood, 2314 N. Waugh St., Kokomo, Ind.
 SELL—'32 Lincoln sports sedan, V-8, cloth covered hardtop, fine original condition, about one-third original price. Dr. R. Sayers, Libertyville, Ill.
 SELL—Brand new Timken differential bearings including cups for '34-'46 Ford. Have two complete sets, bought for \$22.50 each, sell for \$17.50 each. Mr. Delacour, 3439 Yosemite St., San Diego 9, Calif. Humboldt 8-9866.
 SWAP—'48 Lincoln Continental conv., gray with red leather, Ardun-Mercury engine, dual exhausts with stock mufflers, electric fuel pump, etc. for XK-120 Jaguar. M. Cooksey, Niskey Lake, Ben Hill, Ga.
 SELL—'55 100 Jaguar two-seater sports, near mint condition, spare parts stock, repair manual, \$2250 or offer. B. Achworth, 5589 Pershing Ave., St. Louis 12, Mo.
 SELL—'40 Bantam coupe, also parts, rods, crank, head, block, pistons, rear axle, wheels, roadster and conv. bodies. All excellent condition. M. Sgt. L. Lyons, 37975 Lanse Creuse, Mt. Clemens, Mich. Mt. Clemens 37473.

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SELL—'48 Lincoln Continental conv., low mileage, immaculate condition. G. Stroh, Jr., 909 E. Elizabeth Detroit 26, Mich.

SELL OR SWAP—'34 Auburn phaeton, V-12 Lyncorn engine, upholstery and top poor. Will trade for another classic or sports car. Will drive it anywhere. J. Pokorny, Box 468, Schuyler, Neb.

SELL OR SWAP—Perfect custom Wildcat rifle, scope and all necessary reloading equipment, \$289. Rifle, dies, components only \$138. Swap for '49 Mercury ohv or SCOT supercharger. T. Donnelly, 705 W. Winnipeg, San Antonio, Texas.

WANTED—'36 Ford conv. sedan in top condition on West Coast. Reward for info leading to purchase. Send description, location and cash price. J. Pollack, 1276 Meadowlark Ave., San Jose 26, Calif.

SELL—'33 Auburn conv. phaeton, 12-cylinder, needs top and upholstery, repairs and paint, good mechanical condition, extra tires, \$300. G. Kerrick, 547 N. Hermosa, Hollywood, Calif. WAlnut 0957.

SELL—Octagon bronze pressure injector, complete and has never been installed or used, \$15. S. Tun, 420 N. Virginia St., Reno, Nevada.

WANTED—'09 or '10 Ford touring, also need brass auto lamps, both gas and oil, send description and best price. B. Carter, Montpelier, Ohio.

SELL—'31 Packard Super Eight sports coupe, rumbleseat. Parts for classic cars, Packard, Cadillac, Pierce Arrow, etc. Emblems and antique hub caps for sale or swap. C. Taylor, 278 Roseway Rd., El Paso, Tex.

SWAP—'32 Auburn speedster; spare parts. For sports model, Packard V-12, Rolls Royce Phantom, KB Lincoln, model 38-90 V-16 Cadillac, or '38-'40 V-16 Cadillac sports. H. Irvin, Rt. 2, Philomath, Ore. PHony 162W2.

WANTED—Lincoln Continental in good condition, send exact condition inside and out, amount of rust, year, and if car has ever been wrecked. S. Holmes, 274 E. End Ave., Beaver, Pa.

SELL—'52 Singer SM 1500 roadster, 8000 miles, black, in good condition. Best offer or trade on new Mark VII Jaguar. Capt. J. Sanders, Box 95, Harington AFB, Texas.

SWAP—'53 Jaguar sportster or '53 1.5 litre Porsche conv. for '53 Cad. Coupe de Ville, full equipped. R. Rief, Civilian Personnel Branch, APO 69, N.Y., N.Y.

WANTED—'49-'51 Cadillac conv. or 61 or 62 coupe, or '49-'51 88 or 92 Oldsmobile, conv. or coupe, or Buick conv. '49-'51 or coupe. Wrecked in restorable shape, send photos and price. F. Tiller, Box 431, Albion, Iowa.

SELL—Classic '31 Lincoln LeBaron conv. coupe with rumbleseat, original owner, excellent condition throughout, with original black paint, best offer over \$850. R. Trump, Valley Green Farm, RD 1, Ambler, Penna.

SELL—'30 Viking V-8 four-door, runs easy, restorable body and all good shape. H. Engels, 224 N. State, Caro, Mich.

SELL OR SWAP—'32 Ford V-8 roadster, body immaculate, 20-coat lacquer finish, tires excellent, lowered 3 1/2 inches, new red leather, custom Buick dash, '35 engine fair, best offer. R. Zottola, 32 Brownedale Place, Port Chester, N.Y.

SELL OR SWAP—Custom '41 Chevrolet club coupe, full race 292 cu. in. GMC engine, Ford Zephyr transmission, special Stewart Warner dash. Will sell engine separate, make offer. N. Schroeder, 170 Harding Blvd., Oregon City, Ore.

WANTED—Flow engine and steam gauge for '10 White Steamer. Also cylinder blocks and transmission for '10 Model 17 Buick. F. Buess, 331 West Doran St., Glendale 3, Calif.

SELL—'12 Reo touring, needs restoration, back of body needs rebuilding, top and upholstery, \$350. '24 four-cylinder Chrysler roadster, unrestored, one of the first, \$350. J. Smoiles, 1521 Nicholcar Ave., Co-hacton, Ohio.

SELL—45 copies of original (not reprints) Tucker Tarpeo literature, \$1 each, pp. R. Ames, 880 22nd St., Beaumont, Texas.

WANTED—'32 Auburn conv. coupe, with dual ratio and knock off hubs, in Northern Calif. area. Have selection of boats for trade, state co. dition and price in first letter. L. Hansen, 777 El Camino Real, San Carlos, Calif.

SELL—'36 Pierce Arrow 185 hp V-12 sedan, good condition, overdrive, side-mounts, 70,000 miles, \$295. Photo on request. D. Minier, 2331 Poli St., Ventura, Calif.

SELL OR SWAP—Beautiful L-29 Cord sedan in showroom condition, want sports car. G. Griffiths, 131 S. 5th St., Zanesville, Ohio.

WANTED—MG TC wire spoke wheels, outer rims only. Will consider entire wheel, double spare tire rack and 1 1/2 inch carburetors, assorted Wentworth nuts, bolts. C. Henry, 156 W. Wooster St., Bowling Green, Ohio.

WANTED—'31 Pierce Arrow model 42 radiator cap emblem, also front parking light lenses. E. Huefner, 8603 Georgiana Ave., Morton Grove, Ill.

SELL—'23 Stanley steamer seven-passenger touring sedan with side curtains, licensed, ready to steam up and go. Best offer over \$1000. G. Reed, 2488 Riverside Dr., Santa Ana, Calif.

SELL—'52 MG, red, like new, 4000 miles, \$1850, will deliver in New England. R. Kelly, 78 Sylvan St., Danvers, Mass. Danvers 1283M.

WANTED—'40 or '48 Nash Ambassador conv., must be in excellent condition, send complete details, price, photo. Also headers for '48 Ambassador. C. Hoilparn, 63 Crestwood Drive, St. Louis 5, Mo.

SELL—'12 Cadillac closed coupe, good condition, \$1200. L. Guszak, 2430 Prescott, Corpus Christi, Tex.

WANTED—Rolls Royce, left hand drive, P II English chassis, not older than 1925. Any body style. L. Guszak, 2430 Prescott, Corpus Christi, Tex.

WANTED—Model T Ford, closed sedan, '17 to '20; single door at right, complete or body, leads appreciated. West only. E. Mullen, 517 Louisiana St., Vallejo, Calif.

SELL—'37 La Salle V-8 conv. coupe, 820 x 16 tires, radio, rumbleseat, best offer over \$100. E. Smith, 348 Ashland Rd., Mansfield, Ohio.

SELL OR SWAP—Graham Hollywood, good condition, good paint, '47 Fraxer engine. Swap for pick-up or sell, \$250. R. Smalley, 6918 Nebraska Ave., Toledo 7, Ohio.

SELL—'35 La Salle conv. coupe, model 35-5067, good condition, will deliver anywhere in East. \$350. Trades considered. Photos 25c. J. Hildenbrand, 33 Church St., Manassas, N. J.

SELL—'32 Jaguar Mark VII four-door saloon, black with red, whitewalls, leaving for Korea. Capt. E. Kelley, 112 Luffman Place, Ft. Bragg, N. C.

WANTED—Sport, antique and custom autos. Also parts for these cars. Send photos of cars, photos returned if requested. Any info or booklets greatly appreciated. A. Borik, 201 N. 2nd St., Allentown, Penna.

WANTED—Restorable phaeton, roadster or touring car, any heavy make, the bigger the better, '28 thru '36, located in Eastern U.S. Price more important than condition. Lt. Col. B. Long, Hq. 9th AF, Pope AFB, N. C.

SELL—'37 Cord 812 Beverly sedan, 41,000 miles, restored to original showroom condition. Swap for '42-'48 Continental, '49 or later Cadillac sedanette. Write for details. B. Hellie, Rt. 3, Box 689E, Salem, Ore. Phone 31087.

SELL—Rare '36 Ford four-door conv. with trunk, Carson top, easily restored, \$100. Swap for Hollywood Graham or what have you? Want '37 Cord hubcaps. B. Hellie, Rt. 3, Box 689E, Salem, Ore. Phone 31087.

WANTED—Usable or rebuildable block assembly, flat head Cadillac, 16-cylinder. Or will sell remainder of engine. Make offer either way. F. Welty, 822C Lorch St., Inglewood, Calif.

SELL—'34 Packard V-12 close-coupled club sedan, six wheels, one owner, near mint, original condition. Also mechanically fine touring sedan for parts. Both \$650. P. Luley, 315 E. 68th St., New York 21, N. Y.

SELL—'32 Auburn speedster, beautifully restored and mechanically perfect, red lacquer, knock-off wheels, side-mounts, one of the best in the country, \$1500. M. Gould, RD 1, Outlet Rd., Dallas, Penna.

SELL—All or parts: one magnet Chevrolet, '37-'52; one magnet Chrysler six, '41-'52; two magnetos for Ford V-8. All brand new. J. Grushon, 3469 McLaughlin Ave., Los Angeles 34, Calif.

SELL—'41 Lincoln Continental hardtop, '49 Ford V-8 conversion, nice body and interior. \$850. E. Bryan, 1401 Harold, Houston 6, Texas.

SELL OR SWAP—'30 Chevrolet four-door sedan, original paint, body and interior, immaculate, 41,000 miles, mechanically perfect, ready to drive anywhere. \$500, will consider trade. C. Stangl, 633 N. Jerome St., Allentown, Pa.

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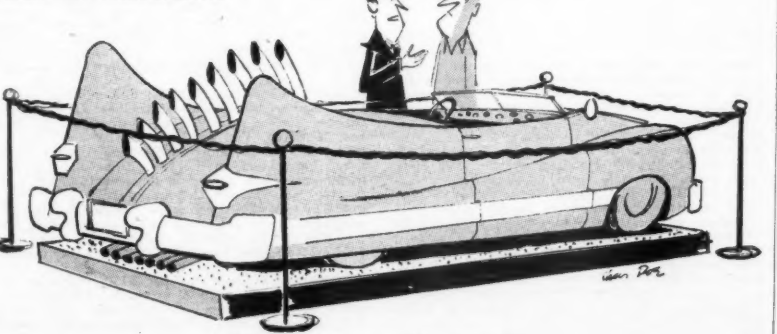
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WANTED-'23 Model T roadster deck with lid, in good condition. Also 25 feet of 4130 chrome-moly tubing, suitable for frame. C. Crabtree, 1535 S. College, Tulsa, Okla.

SELL-'48 Harley Davidson 61 ohv fully equipped four-speed transmission, mint condition. \$425. E. Ramo, 1201 Mace Ave., Bronx 67, N.Y. OL 43277.

SELL-'35 Auburn Brome model 653, exquisitely restored, 13-coat blue lacquer finish, custom tailored upholstery, original accessories, perfect engine, 69,000 miles, new whitewalls, best offer. L. Libow, 1717 E. Kane Pl., Apt. 61, Milwaukee, Wisc.

SELL-'37 Cord 812, '50 Ford engine, transmission, 98 Oldsmobile rear end, rechromed and upholstered in '49. \$750. L. Untiedt, 1809 W. 9th St., Davenport, Iowa.

SELL-'31 Hupmobile chrome headlights and tail-light with bracket. First class condition. \$15. H. Hunt, 20978 Telegraph Rd., Romulus, Mich.

WANTED-Singer roadster, or similar car, in excellent condition, late model, reasonably priced. Swap '47 Hudson Club coupe, good condition. Send photo and details. J. Stuart, Box 321, Russellville, Ky.

SWAP-Taylor dynamometer, model DX325, 800 to 5200 rpm-400 hp (excellent for engine test stand) for '14 or older Model T Ford in good complete condition. H. Smith, 535 Buttes Ave., Columbus 8, Ohio.

SELL-'03 Marble Swift two-seater, three cylinder, not restored but all original, good paint, tires, all comp. incl. lights, etc. Best offer over \$1000. E. Stern, 72 Van Broom St., Pittsburgh 19, Pa.

SELL-Bugatti Type 57, hydraulic brakes, rubber mounted engine, four-seater, two-door coupe. In original and excellent condition. Spares obtainable. \$3250 or offer. J. Colenbrander, 1276 Broadview Ave., Toronto, Ont., Canada.

WANTED-Body for '40 Buick Roadmaster, or will purchase Roadmaster without engine, body must be in good shape, no rust. J. Schleich, 315 1/2 9th N.E., Canton, Ohio.

SELL-'32 Plymouth four-cylinder, four-door sedan, five wire wheels, clean, restorable condition, priced right. M. Landini, 959 N. Gower, Hollywood 38, Calif. HE 9392.

SELL-'36 "Sad Eyes" Hupmobile sedan, body in good shape, has shot Dodge engine, has to go, best offer takes. C. Hunting, 2 Corral del Tierra Rd., Salinas, Calif.

SELL-Lincoln V-12, '46 engine, excellent. Edmunds manifold, twin carbs, Weber cam, bored .030, new parts, Triple Fire plugs, complete \$430. D. Sawin, 464 Auburn, Pontiac 20, Mich.

WANTED-L-20 Cord conv. coupe, good condition, send pictures and price first letter, all queries answered. Major J. Dover, Hdq. Air Univ., Maxwell AFB, Ala.

WANTED-Left hand window post (upper pillar) for '39 Ford conv. sedan. Info on building Continental tire mount for same, used speed equipment for V-8 85. M. Cook, Lambda Chi Alpha House, Granville, Ohio.

WANTED-Opera model Stutz or Mercer, restored or restorable, about '20. Within 1000 miles N. Y. City. S. Ross, 112 Church St., Little, N.J.

SELL-'51 Simca conv. V-8 60 modified by experts, very fast, special body and paint work. This car must be seen, never called. \$4150. P. Hill, 814 E. Bay, Balboa, Calif. Harbor 1384.

SELL-'27 Model A Ford four-door sedan, sound body, clean engine, nice tires, \$75. Will deliver within 100 miles. D. Nelson, Box 41, Granite Falls, Minn.

WANTED-Shop manual for '41 Pontiac. Please hurry, my car is in pieces all over the garage. R. Watson, 964-A N. Raymond, Pasadena, Calif.

WANTED-'34-'38 Auburn well-type front and rear fenders, sidemount anchor brackets, supercharger, dual speed differential, and other parts. State condition and price. R. Paterson, 220 N. Ingalls, Ann Arbor, Mich.

WANTED-'30-'40 Packard or comparable classic in good running condition, prefer conv. sedan. Will consider others, must be within 300 miles of Montgomery. Capt. M. Stone, 230 Felder Ave., Montgomery, Ala.

WANTED-'15 or earlier Ford complete to restore or restored. Would like info concerning restoring T's or where I might obtain it, all letters answered. F. Headrick, PO Box 6332, Tarrant 7, Ala.

WANTED-Lincoln Continental, any year or body, in Northern Ill. or Ind. Body must be in good shape. Send description, location and best cash price. M. Baker, 1068 S. Lincoln Ave., Kankakee, Ill.

SELL-'23 Model T Ford coupe, body and engine excellent, new oversize tires on demountable rims, perfect for hot rod or antique. \$150. J. Killalea, 135 S. 7th St., La Crosse, Wisc.

WANTED-Bugatti, preferably Type 35, 44 or 57, or what have you? State condition, type, body style, price. All photos will be returned. H. Gilmore, 2151 Encinal Ave., Alameda, Calif.

SELL-Rare leather hardtop '40 Cadillac with conv. chauffeur compartment, collector's special, six whitewalls, black, excellent all around condition, stored for five years, low mileage. T. Macy, 114 Cook St., Ithaca, N.Y.

SWAP-'37 Buick Roadmaster four-door conv., also ohv setup for Model A Ford. Want Cord or parts; transmission, hub caps, emblems, joints. A. Wetherbee, Jr., Box 311, Paris, Texas.

SELL-'36 V-12 Packard roadster, beautiful condition, four new seven-ply whitewalls, radio, heater.

\$750. R. Mansback, 4933 Broadview Rd., Cleveland 9 Ohio.

WANTED-Parts catalogs, literature on '16 Mitchell. Need generator, advise condition and price. L. Hall, 4823 Bryan St., Dallas, Texas.

SELL OR SWAP-All parts, '37 K Lincoln limousine, excellent condition. '34 Packard Eight, six wire wheel coupe, showroom condition, belonged to founder, Swap for conv., classic. J. Noetzke, 516 Prandergast, Jamestown, N.Y.

SELL-'21 Jordan six-cylinder, seven-passenger touring, new paint, running condition, top, curtains and tires good, aluminum body, Calif. license, mechanically ok. \$450. F. Valim, 707 Olive Ave., Novato, Calif.

WANTED-V-16 Cadillac, any year, model. Give complete description and price. W. Frahring, Box 204, Chagrin Falls, Ohio.

WANTED-Supercharger for Crosley, Rootes-type, good, reasonable. A. Schooley, 3940 First St., S.W., Washington 24, D.C.

WANTED-Four-cylinder Essex or other medium weight car before '28 in restorable condition. L. Kettler, 812 S. Front St., Chesaning, Mich.

SELL-'37 Lincoln five-passenger sedan, Model K, V-12, mechanically good, only 32,000 miles, black, custom inlay interior, minor bodywork required, best offer. H. McCormack, 1204 S. Monterey St., Alhambra, Calif. AT 26795.

SELL-'33 Packard Big Eight, five-passenger sedan, six wire wheels, good shape, can be driven anywhere, model 1103. S. Dixon, Box 37, Belmont, Ohio.

SELL-'35 Chrysler Airflow four-door sedan, two new tires and battery, engine needs repairs. H. Burt, Roulette, Pa.

SELL-Fisher's '01 curved dash Oldsmobile demonstrator, original paint, good running condition. L. Bradley, Brookneal, Va.

WANTED-Seven-passenger limousine, consider any model, must have low mileage and be A-1 throughout. Give full details, lowest price, will pick up if it qualifies. P. Anderson, 2680 Utica St., Denver 12, Colo.

SELL-'35 Packard Eight, four-door sedan, immaculate, like new throughout, low mileage, storage since '39, engine, interior finish like new, shown by appt. only. P. Anderson, 2680 Utica St., Denver 12, Colo.

SELL-'48 Morgan 4-4 sports roadster, two passenger, 40 hp, two spare wheels, red body with black upholstery and wheels. \$875. R. Tuthill, 146 Arvilla St., Springfield 8, Mass.

SELL-'48 Lincoln Continental coupe, excellent condition, low mileage, black, leather and cloth upholstery, radio, heater, overdrive, whitewalls, one owner. E. Bowers, PO Box 715, Point Marion, Pa.

SELL-'29 LaSalle phaeton, wire wheels, etc. Good condition, can be driven anywhere, upholstery and top fair. F. Hershey, 1176 S. Main, Plymouth, Mich. Phone 23854.

WANTED-Gragor D-0 for Continental V4091 block. T. W., 10 Bellevue Ave., Brockton, Mass.

SELL-'29-'31 Model A Ford parts. What do you need? Also '30 Model, \$135. W. Emmel, Jr., Parkville 14, Md.

WANTED-700x21 tires. F. Walker, 607 High St., Easton, Pa.

SELL-'40 Ford coupe, Calif. built complete full race engine, white rolled upholstery, special tires, lacquer paint, dropped axle, a real beauty. R. Hunt, 333 S. Grant, W. Lafayette, Ind.

WANTED-'34-'41 Ford or '39-'41 Mercury, conv. preferred. But will buy other models. State price, mileage, condition, accessories and other equipment, all letters answered, include photo. P. Wittemann, Carman Rd., Amityville, N.Y.

SELL-'49 Ford or Mercury dual intake manifold \$24.50. Finned aluminum high compression heads \$47.50. 1/4 cam \$22.50 exchange. Dual exhaust system complete \$18.50. Never used. G. Miller, PO Box 1417, Vallejo, Calif.

WANTED-Radiator cap and ornament for '33 Pierce Arrow. Hub cap screw on hub type for '29 Pierce Arrow. Also old speedometer swivels and cables. L. Howitt, 6 S.E. 80 Ave., Portland, Ore.

WANTED-'48 Lincoln Continental conv., any condition or wrecked for cash. If in good condition will trade '50 98 Oldsmobile sedanette. Dr. V. Sloan, Box 403, Cyril, Okla.

SELL-For old cars, new pistons, rings, pins, rods, valves, bearings, gaskets, ignition parts, axles, ring gear sets, transmission parts, Lots of Ford T parts. E. Hemmings, 1038 Hampshire St., Quincy, Ill.

SELL-'51 MG TD excellent condition, wheel discs, radio, heater, large rear window. \$1500. Will take cheaper car as trade-in. K. Surface, Rt. 3, Box 145, Bluefield, W. Va.

SELL-'48 Hillman Minx sliding roof sedan, good tires, paint and mechanical condition, can be driven anywhere, peppy and economical. \$570. C. Graber, 709 S. Roys, Columbus, Ohio.

WANTED-700x21 tires, good shape, no breaks, patches. Would take five with good fabric. G. Strickler, 415 N. 10th St., Boise, Idaho.

SELL-'35 Packard Twelve, \$800. Write for details. G. Strickler, 415 N. 10th St., Boise, Idaho.

SELL-'37 Super Eight Packard, \$150. Write for details. G. Strickler, 415 N. 10th St., Boise, Idaho.

WANTED-Early one-cylinder car, any make. Send full description with photo if possible. Also want tonneau windshield for sports touring car. C. Kay, PO Box 66, Sunnyvale, Calif.

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SELL OR SWAP—'37 Cord 812 supercharged sedan, completely rebuilt inside and out, new Goodyear whitewalls. Want '49 or later car, sports or sell, \$1650. A. Wetherbee, Jr., PO Box 311, Paris, Texas.

WANTED—Catalogs, service manuals, etc. on V-16 Cadillac. W. Frohring, RD 2, Chagrin Falls, Ohio.

WANTED—Light weight road race chassis suitable for '40 V-16 Cadillac engine. W. Frohring, RD 2, Chagrin Falls, Ohio.

WANTED—High compression heads between eight and nine to one Ford '40-'48. Dash panel 27 x 3 1/2. Set of tubular shocks, other speed equipment. P. King, Norman Hotel, Miami Beach, Fla.

SELL—Speed equipment for Chevrolet; dual intake manifold, \$24.50, custom exhaust headers, \$22.50, 3/4 cam \$22.50 exchange, high compression pistons, \$35, high-lift rocker arms, \$11.50. G. Miller, PO Box 1417, Vallejo, Calif.

SELL—'29 Marquette two-door coupe, runs good, body in very good condition, \$165. R. Thompson, Box 182, Watseka, Ill.

WANTED—Four fenders and two running boards for '22 Ford T roadster, state condition and price first letter, approximately 150 miles of Bay Area. M. Ericson, 401 Catron Dr., Oakland 3, Calif.

WANTED—'41 supercharged Hollywood Graham within 200 miles of Princeton, Ill. Paint, tires and battery are important, must have solid body, engine, transmission and superchargers, priced around \$200. W. Everman, RFD 1, Princeton, Ill.

SELL—'27 T roadster, '35 Ford running gear, '32 grille shell, both in prime, body very good, no engine, best offer buys it. R. Mouser, Box 1001, Clavis, N.M.

SELL—'37 Packard Super Eight sedan, complete, running and repairable, good whitewalls, radio, heater, many parts recently replaced, needs rings, some interior coachwork, \$150. F. Johnson, 7751 N. Haskins Ave., Chicago 26, Ill.

SELL—Two V-12 Auburns, coupe and speedster, speedster has recently overhauled engine, both for \$1200. R. Brule, 120 W. Main, El Cajon, Calif.

WANTED—Chapograph or clock for J. Duesenberg, must be original and in working or repairable condition, will swap for Duesenberg parts or cash. R. Brule, 120 W. Main, El Cajon, Calif.

SELL OR SWAP—Austin A-40 four-door sedan, showroom condition, one owner. Sell ceiling price or trade MG or Singer 449 preferred, what have you? All inquiries answered. D. Scott, 578 Sixth Ave., Marion, Iowa.

SELL—'28 Isotta type 8A 135 hp Castagna sport coupe, magnificent lines, six low-mileage Vogue whitewalls, runs well, general condition excellent, real classic, \$2350. J. Booth, 1608 S. Nevada Ave., Colorado Springs, Colo.

SELL—'32 Auburn V-12 parts; generator, starter, aluminum oil pan, transmission, free-wheel unit, fan, clutch, manifold, \$10 each. Ignition parts and instruction book. R. Sherin, 20227 Stagg St., Canoga Park, Calif.

WANTED—Catalogs, information, photos, any parts for '28 Pontiac two-door. Also need five 5.00 x 20 or 5.50 x 20 tires. R. Adams, RR 5, Terre Haute, Ind.

SELL OR SWAP—'35 Airflow Chrysler Eight sedan with 130 hp '37 Airflow Imperial engine, heater, overdrive, free-wheeling, original black finish, re-lined brakes (in N.J.). Pvt. A. Webersinn, US 51173391, Co. "C", 5th MTS, Camp Pickett, Va.

SELL OR SWAP—'36 Packard hardtop sport coupe, original top condition, new rings, carburetor, plugs, points, oil filter, valve grind or tune on a late Leo-Francis. P. Mohrhardt, 134 American Ave., Long Beach 2, Calif.

WANTED—Parts and any literature for '25 Overland touring and '29 Buick model 27. Especially top bow for Overland, ignition lock, door lock for Buick. S. McMillan, 338 Brantmoor, Clayton 3, Mo.

SELL—'52 MG TD, 1600 miles, MG red, white walls, many extras, perfect condition, registered in October '52, price \$1895. J. Edmunds, 310 Second Ave., West, Albert Lea, Minn.

SELL OR SWAP—Vincent Black Shadow cycle, 130 mph, new overhaul, 81 compression, many extras, \$645 or suitable car trade. Photos 25c. J. Graf, Box 331, Rutherford, N.J.

SELL OR SWAP—'31 Packard conv. coupe, new paint, top, upholstery. Want good B Ford or PB Plymouth coupe or roadster, plus cash, near L.A. J. McLaughlin, c/o Muller Bros., 6380 Sunset Blvd., Hollywood, Calif.

WANTED—Used speed equipment for MG or accessories, magneto, 1 1/2 in. carburetor, supercharger, etc. Must be in good condition and priced right. R. Hasemeier, 49 S. Broad St., Middletown, Ohio.

SELL—'41 Buick Super phaeton, body very good, leather seats fair, tires fair, top good, engine not in running condition, picture on request. G. Mowrey, Jr., 104 Peacock Ave., Pomeroy, Ohio.

WANTED—Dort car (Gray-Dort in Canada) or information regarding whereabouts of same; even pictures, nameplates, literature, etc. Will answer all correspondence. C. Myers, 133 Grant Ave., Hamilton, Ontario, Canada.

WANTED—Cadillac, LaSalle, Stutz, Lincoln, Pierce Arrow, Marmon, Buick or Packard roadster or old model conv. W. Petersen, Harlan, Iowa.

SELL OR SWAP—Model 6-440C-2 Ranger aviation engine, in original crate and new condition, can be inverted and used for special or racing car. C. Rettig, 6111 Kilgore Ave., Muncie, Ind.

WANTED—'40 to '46 Lincoln Continental in good condition, prefer coupe, would consider conv. Must be in East or South. C. Beatty, Box 212, Haw River, N.C.

WANTED—Duesenberg SJ or J model, any body style or condition considered, send full particulars, price and photo in first letter. J. Karle, 806 S. 9th St., St. Joseph, Mo.

SELL OR SWAP—'27 Stutz Black Hawk sedan, perfect shape, 46,000 miles, sell or swap for Stutz Bearcat roadster, Motts, Kerrville, Texas.

SWAP—'46 Indian Chief, saddle bags, Hellings bars, high cams, chrome, excellent condition and cash for one-man chassis with or without engine, send pictures. R. Chelini, 831 Howard St., Santa Rosa, Calif.

SELL—Evans aluminum high compression heads, just like new, fits '49 to '51 Ford V-8, 8:1 ratio, bargain. R. McKee, 3806 Lee Ave., St. Louis 7, Mo. Main 8548.

WANTED—High compression heads and other hop-up parts for '21 Studebaker, model 78, Ford engine, quote prices and conditions of parts. F. Bibean, Box 603, Lawrence, Mass.

SELL—'51 Jaguar XK-120, excellent condition, never raced, low mileage, heater, Stewarts-Warner fuel pump, heavy duty coil, below ceiling price. E. Cruise, Jr., 5705 6th Court South, Birmingham, Ala.

WANTED—Rigid lightweight removable top for series 812 Cord phaeton. Dr. I. Frank, 35 Latham Park, Melrose, Philadelphia 26, Pa.

SELL—6.00-6.50 x 19 excellent tires, tubes on wire wheels, \$10 each separately or matched pairs. Some cheaper. Also '30 Packard parts, instruments, fittings. J. Metz, 202 Eddy St., Ithaca, N.Y.

WANTED—Used speed equipment for '49 Chrysler New Yorker, also blower off Auburn or any straight eight, will answer all letters. D. Poorman, 6525 N. Sheridan, Chicago 26, Ill.

SELL—'30 De Vaux six wire wheel coupe, S brackets, rumble-seat, new tires, runs good, needs small amount of restoration, \$100. R. Sanchyna, 18912 S. Western Ave., Gardena, Calif.

SELL—'15 Overland touring, 10,000 plus miles, very fine unrestored, even top, floor mats and curtains perfect, 30 x 3 1/2 tires serviceable. \$400 or best offer. E. Battison, 49 Summit Ave., Springfield, Vt.

SELL—Edmunds dual intake manifold for '49 Cadillac, with extra carburetor, lines, linkage, and two air cleaners, first \$50 takes it, FOB Richmond. J. Powell, 3100 W. Cary St., Richmond, Va.

SELL—'29 Franklin, 24,000 miles, all original, spotless and immaculate inside and out, best offer over \$975. D. Misner, 183 Christiansa St., N. Tonawanda, N.Y.

WANTED—Cadillac V-12 or V-16, any good sports model, wish to restore as classic but want good basis to start with. M. Buehler, Orinda, Calif.

WANTED—Dietrich or sport phaeton body for '33 Packard 12, 142 in. wheelbase, model 636, or '33-'34 Packard 12 with Dietrich or sport phaeton body, send price and details. A. Mittermaier, 1417 Cherokee Rd., Fort Wayne 7, Ind.

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- CHROME AIR CLEANERS.....\$2.98
- HI-SPEED COILS (Reg. \$12.95).....\$6.95
- V-8 RACING FLYWHEELS, 18 lbs.....\$18.45

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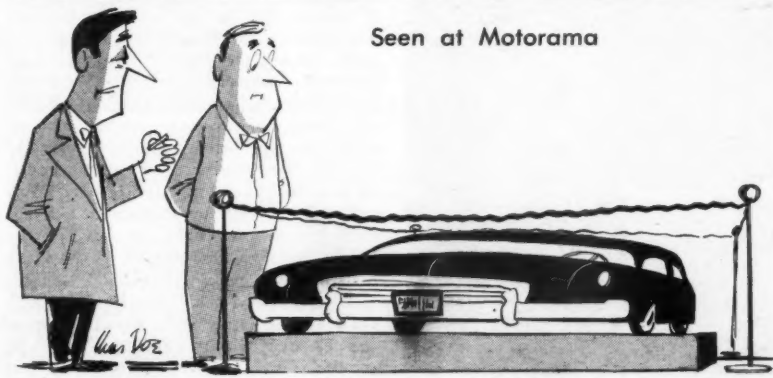
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"Too high, man, too high."

on the house

By Rollin Mack

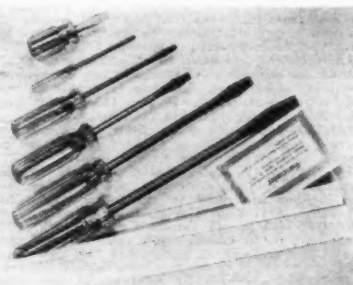
TOP CROWD STOPPER in the new accessories department at the MOTORAMA SHOW was AUTOSPHERE'S PerfOMeter. You'll be hearing a lot about this unit—"the Complete Car Test Instrument . . . for Performance-Minded Drivers." The first thing to note is that it is *not* a vacuum gauge, but an entirely self-contained instrument that can accurately measure every important factor in the operation of cars and trucks. Utilizing the action of a balanced pendulum damped by baffles in oil and sealed hermetically, the PerfOMeter tests and evaluates brake



efficiency, safety acceleration, pick-up ratings, engine pulling power, hill climbing ability, wind, and rolling resistance. As one of our amateur hot rod engineers at the show observed: "It's the poor man's dynamometer!" The PerfOMeter is compact, sturdy . . . can be mounted easily in any convenient spot on dash or steering post . . . has chrome ring and mounting bracket . . . sells for just \$22.50 postpaid. A 64-page illustrated handbook is included with the unit, explaining in detail the variety of tests that can be carried out with the instrument. You don't have to be an engineer to own one, but why not make the engineer's approach to understanding your car? Write AUTOSPHERE CORP., 551 Fifth Ave., New York 17.

THIS IS THE SEASON of ruts and spins . . . so what is more appropriate than talking about the new snow-go Rut-Pavers (subtitled Spin-Stoppers). These are flexible steel treads which you shove under a spinning tire to avoid shovelling, messing with sand or fumbling with chains. They're priced at \$1.95 a pair . . . are so light that a woman can easily handle them . . . work as efficiently in soft snow as in icy ruts. They're made by SNOW-GO, 808 North Third Street, Milwaukee 3, Wisconsin where people should know something about weather.

THEY'RE MAGNETIZED! This six-piece matched set of screwdrivers by TERRY PRODUCTS of Merrick, New York is approved by Underwriters Laboratories and guaranteed without conditions for replacement if any of the screwdrivers break. Set includes a midjet unit with $\frac{1}{8}$ inch blade of $2\frac{1}{2}$ inch length;



a type suitable for close-quarter work with $\frac{1}{4}$ inch blade and $1\frac{1}{2}$ inch length; cabinet-work unit— $\frac{5}{16}$ inch by 6 inches; and an extra heavy screwdriver of $\frac{3}{8}$ inch width on 8 inch blade. Set sells for \$2.49 postpaid.

THE RESEARCH STAFF of the Gumout Division, PENNSYLVANIA REFINING COMPANY, has written and published a carburetor manual for consumer use. Completely illustrated and diagrammed, this 46-page booklet entitled "Know Your Carburetor" describes in non-technical language the basic functions of the carburetor, its various parts, typical carburetor troubles and how to correct them. The booklet is offered to any car owner, farmer, mechanic, student, library, school . . . anyone who wishes to have it. It's FREE. The address is 2695 Lisbon Road, Cleveland 4, Ohio. Get this book . . . be smart . . . look over your mechanic's shoulder next time he fusses with your carburetor . . . he'll love it.

HOW PLEASANT OUR DRIVING would be if we could always be sure of just what that driver up ahead was going to do next. Here's one answer to the problem, in case you're interested. The Traffic Guide looks like a street or highway traffic signal with red, amber, and green lights. The most important light signal is the amber, which



warns the motorist behind that the car is slowing down and gives him sufficient time

to coordinate his actions with those of the driver in front of him. The red light, of course, works in connection with the stop light of the car. The green light indicates that the car is accelerating and it is now safe for the car behind to speed up. The combination of these lights creates a new safety device which should eliminate rear end collisions. BARTON MFG. COMPANY, 920 South Michigan Avenue, Chicago 5, Illinois, will give you the complete story.

IF COLUMBUS HAD used an OPISOMETER, he'd have saved himself a few assorted hassles with the malcontents who served before the mast. The guy just didn't know where he was going or how long it would take to get there. The OPISOMETER Map Measure changes all that. All you have to do is run the wheel at the base of the instrument over the route to be taken, whereupon the dial reading will give you the exact distance in proportion to the scale of the map. This measure is ideal for rallies, tours or business trips. You can get it for \$2.95 postpaid from PETER WESSEL, 1004 Montana Avenue, Santa Monica, California.

JUST RELEASED by Fred Offenhauser is his new Chevrolet valve cover for all models 1937 to 1952. High grade aluminum casting . . . highly polished to set off that little jewel that keeps your car going . . . finned top to reduce engine heat and rocker arm noise . . . the part is numbered D1036 and lists for \$27.50 plus federal excise tax F.O.B. factory. Write OFFENHAUSER EQUIPMENT CORPORATION, 5054 Alhambra Avenue, Los Angeles 32, California for further information on this or any other of their excellent Chevrolet parts.

OVERHEARD AT MOTORAMA—Ben Audette's secretary over at the BENMATT booth (they did a terrific job of introducing their new SHIFTMATIC at the show) explaining the amazing features of the new unit to a fascinated prospect. "Gosh," he asked finally, "do you recommend this SHIFTMATIC for everybody?" The young lady reflected a moment. "Well," she said, "I don't think I could honestly recommend its use by anyone who doesn't have a car."

THERE ARE THOSE who might regard that statement as a kind of keynote of MOTOR TREND. It's highly improbable that many of our readers have neither cars nor an interest in them. But granting that motoring interest provides the common denominator, allow me to observe that there are no limitations to the interests and the purchasing propensities of our wonderful readers (this point is specifically intended for all advertisers who want to find a great new market). Having justified my case in advance, I'll end this column on a sweet note which has absolutely nothing to do with automobiliana. CARL FORSLUND, INC., at 122 E. Fulton Street, Grand Rapids 2, Michigan deals in things "Quaint American" . . . sells old fashioned comb honey, along with Grandma Lee honey dishes of milk glass to contain same. Honey dish with a 12 oz. comb of Michigan honey—\$3.55 per set . . . the covered dish is really attractive, the honey is terrific . . . we tried it.

How You Can Get 42 Miles A Gallon from Your Car!

By Chester Widman & Kevin Kornfeld

In 1948, top auto economy engineers proved that it was possible to double the miles per gallon of any car regardless of make or age... actually get from 42 to 47 miles a gallon WITHOUT MAKING ONE MAJOR MECHANICAL CHANGE.

If your car is less than 15 years old and hasn't hit the 100,000 mile mark... then in less than 24 hours, you can boost your mileage 2 to 6 more miles per gallon. Within seven days you can be getting 50% better mileage... get up to 8000 miles between oil changes... and "cut" from stop lights 6 to 60 ft. in less than 14 seconds.

To Get Top Performance From Your Car—You Must Know These Facts!

In 1948, the top national authorities on automotive efficiency and economy decided to determine once and for all the real capabilities of the average American auto. They experimented with all makes and years of cars... just like the ones you and your neighbors drive... and allowed no changes or adjustments that the average car owner or his mechanic couldn't do with the tools he had in his own garage. For over five months these men studied all parts of their cars, experimented with every type of fuel mixture, and actually measured their gasoline with eye droppers. And this is what they discovered about your car. **THIS IS WHERE YOUR GASOLINE REALLY GOES!**

1. These engineers discovered that nearly 40% of the power generated by your gasoline does not move your car one inch, but is used solely to overcome friction. They proved that by reducing engine friction even by a small amount you can increase mileage by 3-4 miles per gallon.

2. They discovered that 30% of your gasoline is wasted in the engine firing chambers. That its power blows out through the exhaust, and that a simple automatic way to seal in that power can convert waste gas into mileage.

3. That's right, they discovered that 70% of the gasoline put into your engine is wasted. That only 30% is converted into power to drive your wheels.

These men reasoned that if you could use an automatic filler to seal up those cracks in your engine walls



"WHO SAYS YOU CAN'T GET OVER 25 MILES PER GALLON IN A JEEP? I MAKE DELIVERIES, MOSTLY IN THE CITY, AND GET 28 TO 32 MILES PER GALLON. THANKS FOR EVERYTHING."

John Adams
1397 W. 4th St., L.A. 13, Calif.

and trap that wasted power... that if you could make one simple adjustment with a wrench and increase the firing power of your plugs... that if you could make one simple turn with a screw driver and cut your carburetor waste in half... then you could convert that waste gasoline into mileage instead of exhaust.

At the same time—because you were getting much greater power

from your engine—you would automatically get faster pickup, greater acceleration and much less wear.

These theories were put to test in 1948 and every year since with the following results:

This Is the Performance Your Car Can Give You!

In 1948, a 1946 Pontiac 8 won first place. Its mileage was 72½ miles per gallon! And again, in 1949 a 1948 Chevrolet won first place with 79 miles a gallon.

Do you have an old car? A 1937 De Soto got 44 miles a gallon. The only difference between this car and yours is knowledge.

All that matters—the only real difference between this champion performance and ordinary cars—is know-how.

Try these simple experiments yourself. Apply this very same know-how to your own car. You may not get quite what the experts get, but watch your mileage soar. **PROVE IT YOURSELF!**

All you need is a screw driver and this page.



"I'M A FAST DRIVER AND MY TIRES NEVER LASTED LONG... I TRIED LOTS OF BRANDS, TOO. YOUR 'COMMON SENSE' TIRE ECONOMY TIPS HAVE SAVED ME NEARLY \$100 THIS YEAR."

Karl Keeler

3195 Maturo, Pasadena, Calif.

These 3 steps alone can increase the mileage of your car about 2 to 9 miles a gallon:

Step Carburetor Waste in 5 Minutes. Let your motor idle for 3 minutes. Turn the idle adjustment screw to the right until the engine dies. Then, with the engine still dead, turn the screw one-half turn to the left. **THAT'S ALL THERE IS TO IT!** Start your engine again. It will turn over more quietly... start easier... give more power and the economy may amaze you.

Buy Your Gas at Night. Fill up early in the morning before the sun's heat expands the gasoline in station tanks and pumps. Save 2% to 4%!

This Really Counts Up A Tip on Professional Driving! Each day before driving your car, start the motor and then before you put your foot on the clutch or shift your gears—let the motor idle for exactly two minutes.

Why? Because a cold engine has no lubrication around its pistons. Quick starts use 75% of your gasoline simply to drive that oil through your engine. Drive 5 blocks with a cold engine and you use more gas than driving 3 miles with a warm engine.

ADD 30 MILES TO THE TOP SPEED OF YOUR CAR!

Learn how you can double the power of your present engine... using just the tools you already own. Learn one simple trick which will get you the equivalent of 15 more horsepower.



"I'M A SALESMAN AND DRIVE HUNDREDS OF MILES EVERY WEEK. BELIEVE ME, IT MEANS A LOT TO GET 29 MILES PER GALLON ON REGULAR GAS WITH MY HEAVY CAR!"

John Tobin, 200 S. Doheny, Beverly Hills, Calif.

SAVE 30% TO 50% ON YOUR CAR BILLS

You have just learned three of the almost 100 automotive hints developed by these high mileage experts. Now, suppose that you could have these same experts at your elbow 24 hours a day! Suppose that these experts showed you a simple way to adjust your tires, to get 3 to 5 more miles per gallon... an easy, 30-second adjustment on your spark plugs that could add as much as 8 miles a gallon... special mixtures of gas, alcohol and water that give tremendous mileage boosts.

Suppose that these Detroit and Indianapolis engineers gave you the trick of adding 3 years life to your car by automatically cleaning out engine waste... or the secret of quickly adding \$200 to the resale value of your car... or how to add 15,000 miles to tire life simply by using your nose.

Yes, and suppose that these engineers showed you what to do in any emergency... even when your battery, or water or oil systems fail... such as how to start a dead battery car with your bumper jack.

THIS IS EXACTLY WHAT A NEW BOOK—THE SPEED, POWER AND ECONOMY ENCYCLOPEDIA — DOES FOR YOU

This book took over 3½ years of extensive research to produce. It is guaranteed to help you save up to 33% on gas... up to 80% of your present oil bills... up to 85% of your present repair bills... and to add as much as \$200 to the resale value of your car. Hundreds of photos and drawings show you exactly how to do it.

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This amazing Speed & Power Handbook is not sold in stores. It is sent to you C.O.D. You send no money but just pay postman \$1.98 plus a few cents postage when book is delivered. You use this book for 10 days at your risk... and if it does not live up to all our claims... help you get far greater gasoline mileage and power from your car... just return it and your entire \$1.98 price will be refunded. You try this great handbook at our risk you can't possibly lose.

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